

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII. NEW YORK, MARCH 11, 1908.

NO. 11.

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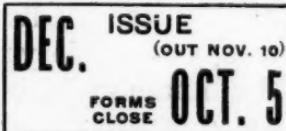
Closing Date for the Butterick Trio

Delineator
Designer
New Idea

(Formerly closed 20th
of each month).

Woman's Magazine

EXAMPLES



The Largest, Most Efficient, Most Accurate and Economical Single Power for Business Promotion in the World.

DELINeATOR

DESIGNER

NEW IDEA WOMAN'S MAGAZINE

THE

BUTTERICK TRIO

W. H. BLACK, Mgr. of Advertising, Butterick Building, New York.

This Offer Expires April 15

Rowell's American Newspaper Directory

for 1908 will be ready for delivery the latter part of May. The subscription price of the book is Ten Dollars net cash. Persons desiring to register a subscription, and willing to send check with order **now**, may have a discount of ten per cent from the above price, making the net price

Nine Dollars

and to these in-advance-paid subscribers a copy of the very first lot received from the binders will be sent express paid.

The Printers' Ink Publishing Company, Publishers of Rowell's American Newspaper Directory, 10 Spruce Street, New York City.

March 4, 1908.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXII.

NEW YORK, MARCH 11, 1908.

NO. 11

THE SANITOL CAMPAIGN. who were believers in our preparations to lend us their co-operation and take stock in the company.

NOTEWORTHY SUCCESS IN ENLISTING RETAILERS' CO-OPERATION BY A UNIQUE SAMPLING PLAN, QUICKLY SECURING WIDE DISTRIBUTION.

Recent advertising of the "Sanitol" Tooth and Toilet Preparations has attracted wide attention, largely because of the unique selling plan involved in the large advertisements featuring an offer of "\$2.70 Worth for \$1."

Much interest has been expressed in the policy back of this special campaign as well as in the results which it accomplished. No better object lesson has been furnished in some time of successful effort to secure the active co-operation of the retail trade in introducing a complete line of goods all over the country within a limited time.

This was really the strongest feature of the plan. The advertiser kept definite tab of results, all orders were received direct from the consumer, but filled by the retail druggist without cutting his regular profit so much as one penny.

The plan originated with Mr. Hamilton Gibson, manager of the advertising department of the Sanitol Chemical Laboratory Company, who was also responsible for the conduct of the campaign from beginning to end. When asked by a PRINTERS' INK reporter for information relative to the company's advertising Mr. Gibson said:

"The Sanitol Company was founded ten years ago, and shortly after its organization formed itself into a co-operative business by which we interested dentists

"This co-operative principle has been the foundation of our success and the strongest element in our growth. There are 5,000 dentists who are now associated with us as stockholders, and with their efforts, as well as the efforts



HAMILTON GIBSON.

of other dentists who each year were kept liberally supplied with the Sanitol tooth preparations, we gradually built up our business to its size of three years ago.

"At that time we began to extend the co-operative privileges to retail druggists and to-day there are over 5,000 retail druggists who are co-operatively in-

terested in our business. The same privileges have lately been extended to wholesale druggists and department stores throughout the country, as we find that where a man holds stock in the concern he puts his elbow behind our preparations to an extent we could not otherwise hope for. This extra effort is worth one hundred times more to us than the small amount of stock which each shareholder has to purchase and on which we are only too glad to pay dividends, giving him extra profits on his sales of Sanitol preparations.

"Up to three years ago Sanitol preparations had never been advertised to the public except by the personal recommendations of dentists and druggists. When we began periodical advertising we used quarter pages in a list of about eighteen magazines. The feature of these advertisements was the large name-plate "Sanitol" in its characteristic block letters, it being made the most prominent part of every advertisement. This advertising and the general campaign which was begun on the drug trade at that time succeeded in doubling our business for that year.

"The next year we advertised Sanitol in a larger way, using full pages and quarter pages in magazines like the *Woman's Home Companion*. We featured "Sanitol Tooth Powder" not mentioning any other preparations which we manufactured. Our business that year was again doubled.

"The third year we began advertising Sanitol in a larger way than ever before, also separately advertising "Sanitol Face Powder" a new preparation of great merit which is making considerable headway. Our advertising expenditure had gradually been increased each year with a commensurate increase in our business, but the increase was largely confined to the two preparations which had been featured in the advertising thus far done. The unadvertised preparations on our list did not grow in demand in

anything like the same proportion.

"We, therefore, felt it important to devise some plan by which we could go to the consumer and introduce all at once our full line of tooth and toilet preparations without in any way antagonizing the interests of our druggist-friends, and our \$2.70 plan," as I call it, was the result.

"There were many things to be considered in connection with this campaign which would hardly suggest themselves to the casual observer. For example, we wanted the co-operation of the retail druggists in our campaign so that they would push the Sanitol line as it had never been pushed before. We were highly successful in this respect.

"Also we are endeavoring to build up profits on tooth and toilet preparations for the retail and wholesale druggist. Since the attacks on patent medicines their profits have greatly dropped away, so they are in a position to doubly appreciate any effort to restore regular prices on a class of goods that had fallen into the "cut-price" class.

"Our plan of operation included Sanitol trade concessions and discounts for all who co-operated with us, by which they can make an additional profit on the sale of our goods and make more money by pushing our line than can be made in other departments of their business. This has naturally met with a most favorable response.

"In planning a campaign of this magnitude, for it involved an expenditure of about \$100,000, any manufacturer takes a certain chance, but we did some careful calculating before we decided on the plan, and felt pretty sure of where we were coming out after it was all over.

"From our experience in sampling our friends with full-size packages of Sanitol preparations, we felt sure that if we could get the regular packages into the hands of consumers, giving them a month or two to get acquainted, the majority would like them

(Continued on page 6.)



In East Orange, New Jersey, lives the Advertising Manager of one of the largest national advertisers.

Recently he asked a clerk at his local Post-Office, "Are you handling a greater or less number of magazines than formerly?"

"I believe the number of magazines delivered by this office has increased fully fifty per cent within the last year," was the reply. "The magazine habit is growing stronger every day, but, by far, the most wonderful thing I have noticed in my Post-Office connection is the tremendous circulation of THE LADIES' HOME JOURNAL."

"What class of people take it?"

"Why, all classes. If they take any magazine at all they are pretty sure to have THE LADIES' HOME JOURNAL."

The circulation of THE LADIES' HOME JOURNAL in East Orange is approximately eight hundred. The total population is quoted at twenty-five thousand. Allowing five persons to a family, this means that in East Orange one family in every seven gets THE LADIES' HOME JOURNAL.

Statistics relative to a great business are sometimes so large as to be beyond ready comprehension, but by isolating a single detail, and then analyzing it, the facts are realized in their full significance.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

so well that they would come back to the druggists for more, and remain permanent patrons. This would amply repay us for the initial expense necessary to get the goods into their hands.

"We also wanted to accomplish at one stroke what with ordinary methods would have taken us ten years to accomplish—wide distribution for our complete line. The purchaser was made the unwitting medium for getting his druggist to put in a stock of our goods, or lose a sale and a profit of \$1.25 on that single transaction.

"The campaign opened on June 15, 1907, with a general announcement to the trade showing the advertisements and telling what we proposed to do. Booklets, circulars, dodgers, letters and pamphlets were sent each month for seven months to 32,000 retail druggists, 300 wholesale druggists and 3,000 druggists' salesmen.

"We urged the druggist to place his order in advance of the start of our campaign, making it easier by suggesting different trial assortments, showing net cost of each, how many orders it would fill and the net profit accruing to him. The whole scheme was very carefully explained, and I don't think there were very many who did not thoroughly understand how it worked and where they came in on the deal.

"At the same time these druggists were offered an opportunity to become Sanitol stockholders and secure an extra five per cent rebate, and also coupon cards which were good, with \$1, for the trial assortment advertised.

"The advertising to the consumer commenced with the last week in August and consisted of two full-page advertisements and one single column advertisement in the *Ladies' Home Journal*, *Associated Sunday Magazines*, *Woman's Home Companion*, *Collier's* and the *Delineator*, also one double-page spread, one full page and one single-column advertisement in the *Saturday Evening Post*. Our list also included a

number of Canadian daily and weekly periodicals.

"In selecting the list of mediums we found it a difficult problem to choose those which, in combination, would (1st) influence the trade greatest and (2d) influence the consumer greatest. The periodicals finally chosen were considered likely to bring us a greater percentage of returns than any other list considered. The success of our campaign we felt would lie in the tremendous impression made on the public mind through the big page announcements of Sanitol's offer. This was one reason for the choice of mediums whose pages offered a big expanse of space.

"The double page spread in the *Saturday Evening Post* created an immensely favorable impression on the trade, causing it to realize the bigness of the offer and the bigness of the campaign. It awoke the enthusiasm of the dealer as perhaps nothing else could have done. If I were going to work the '\$2.70 campaign' again I think I would still choose the same mediums, as the results seem to justify it.

"We received a total of nearly 310,000 coupon orders, as follows:

Number of coupon orders received.....	309,981
Number of coupons received from magazines.....	115,244
Number of coupons received from druggists.....	186,553
Number of coupons received from Canadian advertising.....	8,184

These returns may be further divided according to source as follows:

Saturday Evening Post.....	35,165
Ladies' Home Journal.....	21,485
Associated Sunday Magazines	22,002
Woman's Home Companion.....	10,355
Delineator.....	8,719
Collier's Weekly.....	7,829
Miscellaneous (no magazine mentioned) all ads.....	7,689 115,244
All Canada.....	8,184
Coupon cards supplied druggists.....	149,817
Druggists' newspaper advertisements.....	25,984
Druggists' circular matter.....	4,504
Dentists' coupons.....	3,356
Endless chain coupons.....	1,870
Dentists' circular matter.....	638
Drug store hangers.....	484 186,553

Total coupons received... 309,981

"The returns from the *Satur-*

(Continued on page 8.)

(From PRINTERS' INK, February 26th).

A Local **The Evening
Circulation**

adelphia has made it widely known that "in Philadelphia nearly everybody reads the *Bulletin*." The same statement with a different setting is made in an analysis of the paper's circulation during January, which has just been completed. The analysis shows that only 6,642 copies are sold more than thirty-five miles from the city limits of Philadelphia. The detailed figures follow:

In Philadelphia and Camden.....	205,899
Outside " " "	44,281
Outside circulation subdivided as follows:	
Within 10 miles of city limits.....	7,749
Beyond 10 and within 20 miles.....	10,450
" 20 " " 35 "	19,440
" 35 mile limit.....	6,642

Practically all of the *Bulletin's* circulation is within buying distance of Philadelphia.

day *Evening Post* are discounted ten per cent and from the *Associated Sunday Magazines* twenty per cent for the reason that they bought up numbers of copies of these publications in order to secure the coupons. With that exception the returns are a true indication of the pulling powers of each medium.

"We had figured on securing about 250,000 favorable replies, but the actual result far exceeded that, as you see, while the entire cost of the campaign did not figure up over what we had originally planned.

"It is interesting to examine the returns tabulated by weeks. In spite of so-called panic conditions existing during the last three months of our campaign (and which many imagined might prove a serious antagonistic influence) the orders received steadily grew in number.

RETURNS TABULATED BY WEEKS.	
1st week.....	2,517
2d ".....	3,885
3d ".....	9,382
4th ".....	9,423
1st month.....	25,207
5th week.....	8,481
6th ".....	10,296
7th ".....	12,638
8th ".....	13,612
2d month.....	44,997
9th week.....	15,707
10th ".....	16,656
11th ".....	17,720
12th ".....	18,307
3d month.....	68,400
13th week.....	21,972
14th ".....	20,078
15th ".....	21,908
16th ".....	24,889
4th month.....	87,847
17th week.....	25,444
18th ".....	21,178
19th ".....	36,848
Last weeks.....	83,470
Total.....	309,981

The cost per reply from the magazines was much lower than we had anticipated, figuring up in this order:

- 1. Saturday Evening Post.....15 4-10C.
- 2. Associated Sunday Magazines..18 5-10C.
- 3. Ladies' Home Journal.....34 3-10C.
- 4. Woman's Home Companion..39 1-10C.
- 5. Collier's.....41 9-10C.
- 6. Delineator.....44 5-10C.

Average cost, 25 2-10C., including miscellaneous replies

The States which lead in the who would use them in their

number of replies to the offer were:

1. Pennsylvania.
2. Ohio.
3. Illinois.
4. Missouri.

"The city which sent in the most replies was Pittsburg. Next came St. Louis, but the bulk of the business came from the country districts. Up to last year Sanitol had been strongest in the cities and rather weak in the country towns. To-day Sanitol preparations are probably stronger in the country towns than in the cities, as a direct result of this campaign.

"Some druggists went into the game most energetically for all they themselves could make out of it.

	Profit
One in Knoxville, Tenn., filled 2,320 assortments.	\$2,900 00
" " St. Louis, Mo., filled 1,080 assortments.	1,350 00
" " Ottawa, Canada, filled 967 assortments.	1,208.75
" " Nashville, Tenn., filled 1,572 assortments.	1,905.00
" " Cleveland, Ohio, filled 876 assortments.	1,095 00

	Each	Profited Over
15 druggists filled over 1,000 assortments.	\$1,700.00	
36 " " over 600 assortments.	1,020.00	
120 " " over 50 assortments.	850.00	
137 " " over 25 assortments.	425.00	
211 " " over 10 assortments.	170.00	
1082 " " over 50 assortments.	85.00	
2112 " " over 10 assortments.	17.00	

The balance of the 103,911 assortments were handled by 34,927 other druggists.

"We were most agreeably surprised at the enthusiastic way in which the trade took hold of the proposition and made the most of it. Really it furnishes a notable example of what can be done in securing the hearty co-operation of the trade when the selling plan considers their interests and every facility is offered them.

"We supplied electrotypes of advertisements embodying our offer in twelve different styles, varied in size from single column four inches to five columns thirteen inches free to druggists who would use them in their

local papers, over their own name, like Cleveland, Louisville, Nash-ville, Ann Arbor, Toledo, Los Angeles, Chattanooga, Atlanta, etc., etc., etc., etc., etc., etc.

Of these electrotypes we sent out more than 8,000, and we esti-

"Window displays were fur-

The Sanitol Chemical Laboratory Co.
 4325 Locust Ave., St. Louis, Mo.
 Enclosed find \$1.00, for which you will receive the assort-
 ment of 10 full-sized packages as offered. Deliver
 to me at _____, _____, _____.
 My name is _____
 Name _____
 Street _____
 City _____
 State _____



10 SANITOL Products for \$1.00

Please you are now using one or more of the famous Preparations—the Tooth Powder, the Face Cream, or the Liquid Antiseptic. But you do not know the other products or their equal merit. This special offer is to introduce them to you. We are quite certain that, if once you try them, you will use them always.

To acquire you with the sacrifice of *all* the Sanitol Tooth and Toilet preparations we will deliver all 10 of them to you through our druggist, for \$1.00.

Cut out coupon in upper right hand corner of this page and send it to us with a \$1.00 bill and your druggist's name and we will deliver to you the complete assortment of 10 full size packages of Sanitol illustrated above, retail price of which is \$2.70.

SANITOL

The articles included in this offer are as follows:

Sanitol Tooth Powder, an antiseptic and exchange disinfectant that preserves the health of the teeth, prevents tooth decay, and keeps the mouth white. It acts differently from all other tooth powders. **Price 25 cents**

Sanitol Face Cream, the oxygen face cream, absorbed instantly into the pores, removes germs, purifies the skin, adds life to oxygen. A skin nourisher and complexion beautifier. **Price 25 cents**

Also the most popular face cream among women.

Sanitol Tooth Paste, pure white, contains oxygen, which keeps gold fillings well polished, perfectly clean fresh and soft. It is also very convenient for travels.

Sanitol Tooth Powder, the Oxygen Talcum Powder, absorbs skin impurities by nature's purifier, oxygen. Freshens the skin, removes dirt and odors with this.

Sanitol Liquid Antiseptic, an antiseptic mouth wash for the teeth and mouth. Kills the germs of decay, poisons the mouth, refreshes and cools. Delightfully fragrant and cooling.

Sanitol Bath Powder, the oxygen bath powder, a cooling bath powder, which invigorates, revives, invigorates health from the body. The oxygen purifying properties are absorbed into the skin, enabling the body to ward off disease.

Sanitol Tooth Brush, guaranteed, adapted to the shape of the teeth and mouth, serrated edges, rounded tip at the end, which enables one easily to reach between and around all tooth surfaces. A hook to hang it by. Three textures: *Hard, medium and soft.* **Price 35 cents**

Sanitol Shaving Cream, the oxygen cream. A new form, a soft jelly in texture. Ready to use. Refreshes, purifies, tones, softens. The best safe method of shaving. **Price 25 cents**

Sanitol Violet-Elite Toilet Soap, a delicately perfumed violet soap for discriminating persons. An extra fine, pure soap that produces a soft skin and clear complexion. **Price 25 cents**

Sanitol Face Powder, the oxygen face powder, a complexion beautifier that removes the oily and shiny appearance from the skin and brings nature's beauty to the face and neck. Three forms: *Flock, white, brownite.* **Price 25 cents**

Do not delay. Send your order at once. This offer expires Dec. 31st, 1907

The Sanitol Chemical Laboratory Company
 4325 Locust Ave., St. Louis, Mo.
 Makers of All the Sanitol Tooth and Toilet Preparations

*We assure
 the Sanitol
 Face
 Cream
 over
 made.*

*We assure
 Sanitol
 is
 the best
 Tooth
 Paste
 ever
 made.*

THE \$2.70 OFFER.

mate that the newspaper space nished to 19,040 retail druggists, thus secured would have cost us and some kept Sanitol in their \$150,000. Advertising was thus window from the beginning to the obtained for our offer in towns end of the campaign, or for more and cities of all sizes up to those than four months. These window

displays consisted of a large three-piece Sanitol Girl Screen, transparencies, cut-outs, display cards, hangers, booklets, etc.

"The number of direct customers (those who purchase Sanitol in quantities of \$25 or over) at the beginning of the campaign was 5,672. We now have over 15,962 such customers, a gain of over 10,000. This includes every jobber in the United States and Canada, each one of whose sales increased from ten per cent to 5,000 per cent as a result of this special advertising.

"This campaign brought us so much business from Canada that we have been forced to erect a laboratory and manufacturing plant in Toronto, where we will from now on manufacture all the Sanitol preparations required for our Canadian trade, thus giving Canadian dealers the benefit of reduced cost of manufacture.

"From the druggists' names mentioned in the returns we estimate that the Sanitol Tooth and Toilet Preparations are to-day sold by ninety-two per cent of all the druggists in the country. Over 5,000 druggists became Sanitol stockholders, and more than 22,000 handled the assortment.

"The general effect of the campaign on the sales of Sanitol at regular prices can be accurately gauged from the fact that while department stores were not allowed to handle the \$2.70 assortment proposition their sales of Sanitol preparations increased thirty-five to forty per cent.

"The returns from this campaign will be felt for years to come. Sales following the close of the campaign gave in January, 1908 (usually the dullest month of the year), sixty per cent increased output over January, 1907. Sanitol accomplished for itself in six months what ordinary methods would have taken six years to accomplish."

C. A. MENET, New York Special Agent, has moved his office from 23 Park Row to 220 Broadway.

THOMAS B. WANAMAKER, proprietor of the Philadelphia *North American*, died in Paris on March 3d. He left this country about three months ago for an extended stay in Egypt where he hoped to regain his health, which had been broken down through hard work in connection with the business of John Wanamaker. The announcement was made February 1st of the retirement of Thomas B. Wanamaker from the mercantile firm, which is now conducted by his father, John Wanamaker, and his brother, Rodman.

WILLIAM TAYLOR, who has been for a year and a half advertising manager of the *Pharmaceutical Era* and the *Soda Fountain* has resigned to assume management of the Tourists' Supply Co., 12 Spruce street, New York. The latter concern is marketing toilet preparations in "Schenck's Bottle," which is claimed to be "the first and only non-refillable bottle to solve the problems of manufacture and cost, and to be offered to the public practical and complete."

THE Terre Haute *Tribune* recently had a "house-warming" edition, which carried 442 columns of advertising. The *Tribune* states that this is 112 columns more than any other Indiana daily ever carried.

GEORGE S. KRANTZ, 102 West 14th street, New York City, has been appointed eastern representative of *Case and Comment*, published at Rochester, New York.

OF DEFINITE VALUE.

NEW YORK, March 4, 1908.
Editor of PRINTERS' INK:

We have read with interest your editorial in the issue of Feb. 26th, and are moved to express our admiration for your policy as therein set forth. It is no doubt due to your strict adherence to such a policy, that *PRINTERS' INK* has always maintained a position of definite value in its field.

Very truly yours,
THE O. J. GODE COMPANY,
H. J. M.

THE CUNARD "DAILY BULLETIN."

Some half dozen years ago the present writer had an article in PRINTERS' INK under the caption "Supposed to be Prophetic." It was an attempt to look into the future of the Marconi wireless system of telegraphy—just then introduced—and it foretold that, at no distant date, a daily newspaper published on the ocean liners would be an accomplished fact.

The Cunard Steamship Company, on its new Leviathans, Lusitania and Mauretania, is to-day making good that prophecy. On the former is published at eight o'clock every morning the Cunard *Daily Bulletin*, an exceptionally well printed and handsome-looking 32-page paper, measuring 6x10 inches. It is profusely illustrated and contains fully as much advertising as reading matter. It bears the imprint "Lusitania Press, Atlantic Ocean," with the date of issue, and it sells for five cents a copy among the passengers. Its daily sale may run from 500 to 2,000, according to the number of passengers.

This "sea-going" newspaper depends for its news upon its wireless service from Cornwall in England and Cape Cod, Massachusetts, added to such items as its Marconi operator picks up from passing steamers that may be 150 or more miles away. The news is in the nature of important events, political, and other happenings all over the world, together with accidents, fires, suicides and law trials on both sides of the water. The two inside pages are devoted to this wireless news and the rest of the reading matter is composed of the list of saloon passengers, with poems, short stories and miscellaneous articles of a character more suited to a magazine than a newspaper. The actual "news" is very limited in quantity and in interest. It is headed "Miscellaneous News From All Parts of the World," but the items would find very obscure corners in the average newspaper published ashore. In

the *Bulletin*, however, much is made of them, and there is a decided anxiety on the part of the passengers to get their "morning paper."

The advertising is of a most varied character and emanates from both sides of the ocean. Macy's has a full page in every issue—the only department store that is represented. Several British "drapers" and outfitters have modest spaces, but railroads, hotels and tourist agencies have ads of very liberal size. Ales, stouts, whiskies and mineral waters are well represented in the publication, and some of them make conspicuous use of the phrase "obtainable on board."

I have no knowledge whatever of the advertising rates, nor would I strongly advise the American advertiser to use the *Daily Bulletin* as a good paying medium. While the circulation is necessarily small it must be remembered, however, that many copies are doubtless kept as souvenirs, and shown and loaned to friends long after the passengers have landed.

To regard the ocean daily newspaper as anything else, at present, but a novel fad would be unwise. It is not probable that a regular newspaper size can ever be used, on account of the difficulty of printing on board, but at present some twenty-eight of the thirty-two pages are all printed ahead and the news sheet bound in with them. Some day, when every Atlantic liner has its own daily, there will be some incentive to enterprise and to news-getting and they will then be almost as interesting reading as the papers printed ashore.

J. S. GREY.

It is said that a woman in Chicago who has two professions—that of caterer and that of trance medium—makes the following ingeniously worded sign announce both her psychical and physical lines of activity:

"Madame Black, Caterer and Trance Medium, Groceries and Previsions."

WHEN DOES STREET-CAR
ADVERTISING PAY?

CARLTON H. TOMER, OF THE TOMER ADVERTISING AGENCY, BOSTON, NEW YORK AND CHICAGO, GIVES HIS EXPERIENCE—NOT A BARGAIN MEDIUM, BUT GOOD FOR GENERAL ADVERTISERS—THE SERVICE IN NEW ENGLAND.

"In telling of my experience with street-car advertising, in connection with advertising a cloak and suit house, I am not speaking as a prejudiced man but as a disappointed one," said Mr. Tomer to a PRINTERS' INK reporter. "When the Boston street-car situation is viewed from a circulation standpoint by a believer in circulation one is readily convinced that it should be the medium for this business. The arguments that can be brought to bear by the solicitor for this medium are strong, forcible and convincing, but alas in my case have not proved practical.

"To the merchandise man of to-day, the keen expert buyer and marketer, the question of a quick turn in stock is the first prime requisite to his holding his position. My experience has fully proved that the daily press is the only medium that fills the bill. The development of the daily paper and the department store have been synonymous—every family looks to its weekly supply of staples from the bargain columns of its favorite paper—the prices current of the home. I don't believe that anyone in the advertising business can deny the field of the daily paper. To go into any home on a Sunday morning and find the buyer of the home—the woman—busily engaged, not in the news columns, but in the advertising pages of the paper that carries the most bargain announcements, is all convincing of the direct way to rapid selling of stocks.

"I found, upon taking hold of the advertising department of Conrad & Co., of Boston, a street-car contract covering a period of five years. This contract had been purchased at a

time when Conrad & Co. were opening a new store and wanted to make the public thoroughly familiar with their change of location and increased facilities. The contract was first signed for one year, which would have fully served its purpose, but unfortunately, as is too common a trait of advertising solicitors, a new contract was signed to replace the old for five years, upon the specious promises of the solicitor that the contract would be taken off their hands at any time they wanted to dispose of it. The first year's work had been satisfactory, the change of location had been fully noted by the public, and the further use of the space was a problem of actually selling enough goods direct from the medium to make the investment of several hundred dollars a month profitable.

"After fully considering the possibilities of the cars I started out to specialize our departments. The engraver and artist were called in and waists were advertised, then suits, then coats, then furs. Handsome drawings showed off special offerings, but when the acid test of returns was applied it failed to reveal the golden dividends. Besides this we found, at times, evidence of poor service in unchanged cards bringing stray buyers into the store for lots of goods that had been exhausted. The disappointment of customers, breeding a lack of confidence in our offerings, was one of the elements that caused us to drop our specializing in the cars.

"To-day I am confronted with the problem of an advertising contract cutting heavily into my appropriation, which can only be used in a general way. I have not begun to reach the limit of what can be done in the way of results in Boston papers. Under my guidance the past year, through our newspaper work, I have scored a ten per cent increase with a three per cent better profit. I am willing to concede in a broad way that cars are a good medium. For any store that makes a specialty of credit

sales and the discussion of credit methods, the value of credit to some people, etc., could be brought out to advantage. The manufacturer whose goods are on sale in many stores and whose advertisement specializes on one article can get results, for there is an immense circulation to base results on, but for store work street cars are impracticable.

"Every advertiser knows there is a difference in newspapers in results obtained, depending upon the character of its circulation and its advertisers. It is known that the older the circulation the more the confidence of the subscriber in the offerings of the merchant. The education of the reader, year after year, enables him to follow by location, style of ad, or name plate, this or that merchant's offerings. The added tact of this or that medium always carrying the announcements of the stores that are worth while makes this or that paper a necessary part of the daily life of the busy housewife. And through these years of education and intimate acquaintance has she built up the daily press from four pages to twenty by the amount of advertising carried.

"As it stands to-day the cars are not looked upon as a bargain medium. Wanamaker, of New York, seemed to prove this, as well as Strawbridge & Clothier, in Philadelphia, this past year. The public has full confidence in the cars and their offerings. It has been a large factor in the success of Quaker Oats, Egg-O-See, Uneeda Biscuit, many banks, and last but not least of many one-line shops—shops in the fullest sense of the word where they depend entirely upon novelties and personal service; a line of stores set aside from the rush and bustle of the larger ones, where price has such a strong bearing on selling.

"Since having this contract in hand I have made it a special point to talk with many users of street-car space in Boston. I find one element that should have no place to-day in the advertising

business. That is an utter failure to realize that there is any more work to be done on street-car advertising than to secure a signed contract. After this is done the policy seems to be to keep away and let the signer sink or swim by his own efforts. Compared to the intelligent assistance that is given the advertiser by the magazines, newspapers and outdoor display men, it is small wonder that the cars are no better patronized in New England. I understand, however, that the street cars in other parts of the United States have intelligently co-operated with the advertiser the past two or three years."

It is not disputed
that THE RECORD-
HERALD has a larger
net sold circulation
than any other two cent
paper in the United
States, morning or
evening, and it is the
only morning paper in
Chicago which freely
gives detailed informa-
tion as to its circula-
tion.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

WITH ENGLISH ADVERTISERS.

English advertisers are getting more and more convinced of the advantages of talk—clear, sensible, interesting, informing talk—and consequently one sees advertising nowadays to which no parallel could have been found fifteen or twenty years ago. Probably the commencement of this sort of thing may be found in the *Times* "Encyclopaedia Britannica" advertising which excited an extraordinary amount of interest a few years ago. The famous cyclopaedia was in everybody's mouth, and people who had never before displayed any interest in books tumbled over one another in their eagerness to get the heavy pile of volumes. Whether many of them ever referred to the books after they arrived is another question, and in this connection I may mention that I heard of one non-booky gentleman who invited an acquaintance to dine with him as he had something very special to show him. The guest had to curb his impatience until dinner was over and then at last he was ushered into a room and introduced to the "Encyclopaedia Britannica" in one of the special bookcases. By way of compliment to his host he tried to take one of the volumes out, but found it impossible. The explanation was that the proud possessor on the arrival of the bookcase thought it would be improved if it were freshly varnished, and he had this done. The result was that the volumes which had been undisturbed since they were placed in the case had stuck to it and become fixtures.

Last November a similar plan to that adopted by Waring's, the well-known furnishing house, was carried out by the firm of Stewart Dawson & Co., Ltd., who came from Australia to establish themselves in London. They opened their campaign by a series of strongly worded reading matter advertisements in the leading papers, inviting the public to view their premises, which they called

"The Treasure House," before any selling took place. The copy was undoubtedly effective, and could not fail to excite interest. Let me quote a paragraph from the second article that appeared in the *Westminster Gazette*. The heading was "Stewart Dawson has something more to say about the Philosophy of Business Success." The following were the first two paragraphs, and will give some idea of the general style of publicity adopted:

Business success is not an accident that anyone may casually chance upon; nor does it come to the man who simply waits for opportunities. The opportunity of business success has to be forced, seized, grappled with, and brought into subjection to one's individual aims and aspirations. From my own modest starting-point, any idle dallying with business schemes was out of the question. I had to act, and at once; to compel attention both by my earnestness of purpose and the plain and positive proof that I could serve my customers better than they had ever been served before in the line of business I had undertaken.

HOW I QUALIFIED FOR BUSINESS.

Natural enthusiasm helps a man forward wonderfully when he is going through the college of experience with a will to do. All the good points in the business I had undertaken I readily picked up. The beauty, color, and radiance of gems, jewels, and precious metals, the mystery of their origin, their specific value, and their unrivaled wealth of artistic associations, made a strong appeal to my imagination. But I had to walk warily, in order to avoid the thousand and one pitfalls that cunning and deception often place in one's path. But a clearness of insight kept me safe, and in due time I became thoroughly acquainted with the intrinsic value of the articles I dealt in. I made myself familiar with the world's greatest jewellery establishments and their methods. I studied all the processes of jewellery manufacture. I visited all the chief producing centers and the leading markets. But the most useful lesson that I learned was learned in the study of the everyday life of our general humanity, coupled with my own knowledge, my own individual work and steadfastness of purpose.

Whatever fault this advertising may have it cannot be accused of being uninteresting, or of being wanting in force and go. The greatest doubt in the mind of an Englishman would be whether the copy was not a bit too egotistical. We have not on this side been unduly favorable in the past to

the profuse use of the first person singular, and it may be argued that the reader of that particular advertising came across the isolated capital rather too frequently, obviously. No one but the advertiser can tell how far this operated detrimentally if at all. However this may or may not have been, it is certain that in the past, English advertising has been too impersonal, too cold and uninteresting, and there has been an excessive fear of seeming bias in favor of one's own goods. Surely, this is foolish. If you do not wish the public to know that you have good goods and that you are anxious to supply them the question arises, why advertise at all?

To return once again to book advertising, of which there has been a big outburst during the last few months. We have many series of books, all of which are being pushed with the public, such as Dent's Everyman's Library, a set of classics at a shilling each, of which two hundred have been published, and a series of novels, poets, and essays issued at cheap prices by Cassell's, Nelson's, Routledge's, Henry Frowde's, who call theirs the World's Classics, and other firms of publishers. These are all being more or less advertised, but the name is sufficient, in most cases, to effect sales; but the most extensive advertising is for various sets of volumes, either issued in this form or in parts to be bound up afterwards. Harmsworth's are issuing a "History of the World" in parts, and the way it is recommended to the public attention may be gauged from the following specimen:

More about Japan and its wonderful rise to greatness, with a special art supplement depicting the life of the Japanese in their workshops, in the fields, at school, and in their homes.

The beginning of the story of Siberia, the country of which we hear so much and know so little.

Scores of pictures.

A ten shilling book for sevenpence.

A topical advertisement occupied a page of space in the *Daily Mail* issued on Christmas Day, entitled "What Has Happened At

Christmas; some of the Occurrences, Tragic and Eventful, That Have Happened at the Festive Season." The border was of ribbon and holly, and little medallion pictures broke it at intervals, and altogether the effect was happy. The reading matter referred to the Coronation of William the Conqueror and Charlemagne on Christmas Day, the birth of Charles XI of Sweden, Sir Isaac Newton and Richard Porson, the signing of two treaties, the siege of Paris, the death of the Prince Consort and numerous other incidents, all of which took place at the Yuletide season. In this way from what seemed at first glance rather an unpromising subject, a seasonable advertisement was built up for the Harmsworth "History of the World."

Whilst the Harmsworth firm has its history issued in parts, the *Times* people are offering the Historian's History of the World," contained in 25 volumes and forwarded carriage paid for a week's free examination," with the definite understanding that if not approved it may be returned to the *Times* Book Club, they paying the carriage back. The claims made for the series of volumes apart from their literary value is that the purchaser obtains a guinea book for 7s. 6d., because:

"The Historians' History is one of the largest books of the world, comprised in 25 volumes and containing about 11,000,000 words, with more than 3,000 illustrations. It is also one of the cheapest. Each of its stately super-royal octavo volumes is sold for 7s. 6d., although it contains four times as much as the average book at that price, and in paper, print, and binding it compares very favorably with works published at a guinea."

The claim thus made to extraordinary cheapness, and in fact to be "the cheapest book in the world," is not allowed to go unchallenged. The Caxton Publishing Company, who are launching out extensively in book advertising, are issuing the "Illustrated Chambers' Encyclopaedia" latest edition, and are utilizing an advertisement headed, "A Challenge

to the *Times*," and they commence their reply thus:

Owing to the publication of "The Times' History of the World," coupled with the claim—ostensibly substantiated by comparative tables—that it was the "cheapest book in the world," it has been considered advisable to take the earliest opportunity of challenging that statement and to issue the Prospectus of "The Illustrated Chambers' Encyclopaedia" forthwith.

The statement challenged is to the effect that "The Times' History of the World" is the cheapest book in the world." This statement is supported by a comparative table citing 23 other works:

This Table shows that "The Times' History of the World" (Cloth Edition) gives 4,666 words per rd.

The nearest approach to this figure being the "Life of Gladstone," by Morley, giving 1,340 words per rd.

And the "History of Scotland," by Andrew Lang, 1,340 words per rd.

In this table, issued by "The Times," no mention whatever is made of "The Illustrated Chambers' Encyclopaedia," which gives (Half Leather Edition), 6,900 words per rd.

Whilst challenging the statement referred to, we wish it to be clearly understood that the remarkable cheapness of the latest edition of "The Illustrated Chambers' Encyclopaedia" does not by itself constitute any reason why this great work should be on your book-shelves. We, and you, can well imagine that 6,900, or even twice that number of words, might be dear at one penny—at the same time we, and you, could name great writers in every department of knowledge whose golden words and sentences it would be sacrilege to measure at so many words per penny.

This, however, is not the only history that is being pushed with the public. The Caxton Publishing Company is also offering on the installment plan for a first payment of 2s. 6d., "Justin McCarthy's History of Our Own Times," which, it is stated, is "indispensable to the library of the politician, the sociologist, and the historical student; it is now issued on such terms as bring it within the reach of the slenderest income. The gallery of illustrations that have been added to this fine edition comprises 112 full page plates, and is alone sufficient to distinguish it from all others." There is of course, at the end, as in the case of the advertisement for the *Illustrated Chambers' Cyclopaedia*, the offer of a free booklet giving further details, and specimen illustrations.

The energy of the Caxton Publishing Company is not yet exhausted. They are offering the "Business Cyclopaedia," "The Modern Physician," "The Musical Educator," and the "Century Bible" all on the same plan, and judging by the persistency of their advertising one imagines that the publicity must be profitable. Mention should, however, be made of another series of advertisements headed "The Four Masters," offering sets of Shakespeare, Scott, Dickens and Thackeray, for a preliminary payment of 2s. 6d., and in this case the introductory matter is from the pen of a well-known London literary journalist, who is largely associated with *T. P.'s Weekly*. "I have been asked to say something about four household names in British Literature—four writers who, more certainly than any others, comprise the National Mind. Already you have uttered—have you not?—the names of William Shakespeare, Sir Walter Scott, Charles Dickens, and William Makepeace Thackeray. While these writers reflect in their works nearly all that is salient in the National Mind, they are also the most *servicable* writers of whom one can have intimate knowledge. They are the most widely loved, and the most frequently quoted."

From the examples given it will be seen that the methods introduced by Messrs, Hooper & Jackson in connection with the *Times* advertising for the "Encyclopaedia Britannica" have borne much fruit. It has introduced a new type of book advertising and has induced a large number of people who would never have looked at the installment plan under former circumstances to purchase under the *Times* plan. The name of the famous London newspaper has thrown a mantle of respectability and "class" over what many would have then looked down upon and despised. It may perhaps be too much to suggest that the application of the same scheme to the purchase of bicycles, is also a result, but the fact

remains that most, if not all, of the cycle firms of highest class are willing to supply cycles on this plan. Good jewelers also do the same, but no one yet has made a prominent feature of advertising to supply valuable diamonds on installments, as is the case in the States, though probably this will come in time.

F. W. SEARS.

THE OLD "FIBER CHAMOIS"
GAME APPLIED TO "K.
T. C." ADVERTISING.

A decade or so ago when great balloon sleeves were *de rigueur* in the feminine world, an ingenious textile manufacturer made a fortune several times over by originating for these enormous affairs a unique serviceable lining which was styled "fiber chamois." Inspired by his stupendous success, innumerable imitations sprang up on all sides. The most formidable of these was known as "cheverette," and for a time it even threatened to submerge by a sudden popularity the success of the older lining. But a clever idea suddenly struck the manufacturer of the latter. Thenceforward he favored in his advertising only those mediums which refused to accept advertisements from the "cheverette" people. As he was by far the more liberal advertiser, his scheme worked, and it was not long before the "cheverette" product was lost sight of in the public eye.

It is understood that the Toasted Corn Flake Company, manufacturing Kellogg's Toasted Corn Flakes, is offering through its advertising agents, long-time contracts on the condition that no other copy containing the words "corn flakes" or "toasted corn flakes" be accepted.

It will be remembered that when this company started its whirl-wind advertising campaign last summer, commencing with the famous "Wink at the Grocer" advertisements and progressing through a series of advertisements into snappy, though superficial, "reason-why" copy, it suf-

fered considerably from the plagiaristic advertising activities of competing cereal food manufacturers. In one instance, it secured an injunction against the American Rice Food and Manufacturing Company, restraining the latter from using the letters "K. T. C." in its advertising. It could not, however, prevent competitors from using the term "corn-flakes," as this is purely a descriptive term and not capable therefore of being copy-righted. Hence, the company has decided to test the efficacy under present-day conditions of the old "fiber chamois" game.

So far as could be learned none of the leading magazines have accepted contracts from the Toasted Corn Flake Company on the new—or rather *old*—plan. In one instance, where the contract containing the condition was sent back to the company's agents, it was immediately returned to the magazine with the offending clause eliminated. *McClure's* state that their contract with the Toasted Corn Flake Company contains absolutely no condition. While, in the view of the "steals" to which this company's advertising has been subjected, the eliminative condition may seem, perhaps, justified, it is not likely that any of the established magazines will consent to encourage the resurrection of this old-time advertising evil.

The "K. C. F." copy which is now being placed by the Clague-Painter-Jones Company is written along the lines of educative publicity. One of the chief criticisms made of the campaign conducted last summer in the interests of Kellogg's Toasted Corn Flakes is that it was too superficial and not sufficiently informative to create a lasting demand. As some one said regarding this campaign: "This was an instance of advertising where the movement was too rapid. The idea was planted, sprouted, budded, blossomed, and came to a fruition in so fleeting a period that the public had little time to do else than throw up its hands

in mild surprise. Had the advertising been of a character to keep the public's hands uplifted, while it poured down upon the public's uplifted face sound arguments in favor of its subject, this particular campaign—the commodity itself being worthy—could possibly have scored one of the greatest advertising successes of the year. But like all quick-blossoming flowers, its chief quality was not endurance, and as quickly as it flourished, just so quickly did it pass into oblivion."

To judge from the preparations now under way, however, even if the little "fiber chamois" game does not work out satisfactorily, the public may need nevertheless strong umbrellas to protect itself from the sound advertising arguments which probably will be presently "rained down upon its face."

ALPHONUS P. HAIRE.

Most of the things we say every day have been said several hundred thousand times—the only thing is to say them different than our competitors—more direct—more forcibly or more so they will appeal to "the other fellow." —*Letters.*

AGAINST MISREPRESENTATION.

State Senator Thomas F. Grady has introduced into the New York Legislature a bill which is of special importance to merchants in many lines, inasmuch as the act makes it larceny to knowingly receive money in exchange for an article of food, drink, jewelry, confectionery or merchandise which is of inferior quality, or of less value, or composed of different materials than it is represented or claimed to be. The bill also makes it a misdemeanor to falsely represent a quality or character of the materials of which such an article of merchandise is composed.—*Jewelers' Circular.*

HISTORY through advertising has been lately illustrated at a London and Paris Dress Exposition, as follows: An advertisement appearing in a 1709 newspaper enumerated the following garments, which had been stolen: "A black silk petticoat, with a red and white calico border; cherry-colored stays, trimmed with blue and silver; a red and dove colored damask gown, flowered with large trees; a yellow satin apron, trimmed with white Persian; muslin headcloths, with crowfoot edging; double ruffles, with fine edging, a black silk furbelow scarf, and a spotted hood."

In advertising, the economy of today is often the loss of to-morrow; the expense of to-day the profit of to-morrow.—*Success Magazine.*

ADAPTATION BY A CARTOONIST OF A WELL-KNOWN ADVERTISEMENT.



ADVERTISING A 25-CENT BOOK IN THE CLASSIFIED COLUMNS.

About six months ago I printed a booklet with the title of *How to Get a Position and How to Hold It*. It dealt with the necessary qualifications of applicants for positions; discussed changes; gave hints about the writing of effective letters and Situation Wanted ads, and showed models; made suggestions about interviewing; took up the matter of salary; told of methods of advancing, and so forth.

Twenty-five cents seemed so large a price for such a little book that I offered in all my ads to refund to any purchaser who did not get a quarter's worth of information. Only four thus far have asked me to make good that guarantee.

It cost five cents to send the book out. Therefore, every order meant twenty cents over the cost of the book and the postage.

It seemed that the classified columns of the magazines gave the largest circulation for the money. Accordingly, I tried a single insertion in *Munsey* and *Spare Moments*. The results were:

	Cost	Net Return	Loss
Munsey	\$20.	\$11.80	\$8.20
Spare Moments	7.90	4.20	3.70

These two disappointing insertions taught me that people in search of employment and means of securing it had not yet learned to look to the classified columns of the magazines as they do to the Help Wanted columns of the newspapers. And the employment-seeking class was the only class I could hope to interest. I, accordingly, turned toward newspapers and with much better results in a few cases.

The New York *Herald* on the first insertion brought cost and a net profit of \$1.50 on an investment of \$3.00, and it has continued to do that well for months. The Boston *Globe* has done nearly as well. The Pittsburg *Gazette-Times* paid, and the Buffalo

Courier brought two cents over cost. The rest of the list lost money for me.

The following is my record of results:

NAME OF PAPER.	Cost per Insertion.	Net Profit per Insertion.	Net Loss per Insertion.
New York Herald.....	\$3.00	\$1.50	
Boston Globe.....	1.80	.60	
Pittsburg Gazette-Times68	.32	
Buffalo Courier.....	.78	.02	
San Francisco Call.....	1.20		\$0.80
Indianapolis News.....	.80	.20	
New York World.....	4.00	2.00	
Milwaukee Sentinel.....	1.10	.90	
Cincinnati Enquirer	1.50	.30	
Chicago Record-Herald,.....	1.80	1.40	
Brooklyn Eagle.....	1.92	1.52	
Omaha News.....	.92	.52	
Atlanta Journal	1.10	.30	
Buffalo News.....	1.62	1.02	
Houston Chronicle.....	.80	.60	
Montreal Star.....	.71	.11	
Detroit News.....	.78	.18	
Pittsburg Dispatch.....	.67	.07	
Nashville American.....	1.06	.66	
Richm'd Times-Dispatch65	.16	
Cleveland Press.....	1.30	1.10	

The results were surprising in some instances. The New York *World*, the Chicago *Record-Herald* and the Brooklyn *Eagle* did poorly for me, and these papers are first-class want-ad mediums.

Figure 1 is the copy used in *Munsey* and *Spare Moments*. Figure 2 is the copy used in the newspapers; this was changed from time to time and varied a line or so in size, but was kept practically the same. The ads were all keyed very carefully. They were all inserted under "Help Wanted Male."

HOW TO GET A POSITION—A little book chock full of helpful experiences, tried plans and "horse sense." Teaches how to write letters that command attention; tells how to interview; deals with qualifications, experience, salary, etc. Written by expert correspondent. "Worth its weight in gold," says one purchaser. Price, postpaid, 25 cents. Money back, if dissatisfied. ROLAND HALL, 1120 Ash Ave., Scranton, Pa.
Fig. 1.

HOW TO GET A POSITION—A little book chock full of helpful experience, proven plans and "horse sense"; teaches how to write letters that command attention; tells how to interview; deals with qualifications, experience, salary, etc.; written by expert correspondent; praised by editors and employers; "worth its weight in gold," says one purchaser; cut this ad out and send to me with your name and address, or

write postal, and I'll mail you a copy; if satisfied on examination, send me 25 cents, stamps or coin; otherwise return book. ROLAND HALL, 1122 Ash Ave., Scranton, Pa.

Fig. 2.

A rather remarkable fact was that in every case where there was more than one insertion, the first insertion did as well as any of the others; and it often did better. This exploded the theory that for a proposition of this particular kind three or four insertions are necessary for a fair test of a medium. Indeed, the truth probably is that if all insertions of *mail-order* ads were keyed separately it would be found in a great many cases that one insertion is a fair test of a medium; often the inquiries that are credited to second and third insertions belong to the first, and the advertising is really not accumulative. I couldn't find any publisher to agree to this; those who solicited after the first insertion insisted that I keep on spending money—that the ad would surely pay in the long run.

A number of high-grade papers like the *Chicago News* would not insert under the classification I wanted and could not be tried.

Four weeks ago I made a rather interesting test with the *Boston Globe*. The regular copy had been bringing seventeen orders each Sunday. I altered the copy, making the last part of it read: "Cut this out and send it to me with your name and address; or write me a postal; and I'll send a copy of the book. If satisfied, send me 25 cents, coin or stamps; otherwise, return book."

Instead of the usual seventeen calls for the book, I received from this insertion fifty-eight calls, five with cash and fifty-three taking advantage of the "trust" offer; but the quality of the correspondence was much inferior to that I had been receiving; it was obvious that I was being addressed by many who were looking for something for nothing.

A number of acquaintances made guesses as to how many of

the fifty-three would be honest and either pay for the book or return it. Some said sixty per cent; some said fifty per cent; some said ten per cent. My guess was sixty-six and two-thirds per cent, and I based it on the published experience of the advertisers of the Sherman Safety Razor.

These "trust" people were not dunned, but an addressed envelope and a coin card went along with each book. Up to date, nineteen have either paid up or returned the book; thirty-four out of the fifty-three have proved to be intentionally or unintentionally dishonest.

S. ROLAND HALL.

"OL' CLOTHES" IN THE CLASSIFIED.

The cry of the old clothes-man is familiar to the city dweller and many dealers in cast-off raiment have gone so far as to insert small advertisements in newspapers, calling attention to the fact that they "pay highest prices for ladies' or gentlemen's clothing" but the wording of most of these advertisements is ordinary and there is a sameness about all of them.

The city of Washington has a dealer of this class who has gone farther and deeper into advertising than most of his brethren. He is the proprietor of Justh's Old Stand, located in the heart of the second-hand clothing district, at 619 D street, N. W. The store was established at the close of the Civil War and is probably the best known of its kind in the Capital.

"About ten years ago," said Mr. Justh, "I began using space in the classified columns of the daily papers of this city and I have been a steady advertiser ever since. I found that the hardest part of this business was to get my stock; there is always a demand for misfit and second-hand clothing but the source of supply is harder to reach.

"I started in to get in touch with the people who had clothing, which for one reason or another

they were willing to dispose of, and in my advertising, more so of late years than in the beginning, I have tried to use a word or phrase that would command attention. Get a person's attention at the beginning and that person is very liable to read your whole story. For instance, at the approach of spring, when the moth begins his work in the wardrobe, I came out with:

"THEY DRAW MOTHS, FILL UP CLOSETS, are a nuisance, and in the way, and still you hesitate to get our solid 'plunks' for men's worn garments; why not send us a postal to call? Any hour you say suits us; call any section.

"Justh's Old Stand, 619 D.

"During the horse racing season one of my ads read:

"HOW ARE YOU MAKING OUT AT THE TRACK? We will help you with all kinds of money for men's discarded wearing apparel, shoes, hats, shirts. See our high stepper drive up to your door.

"In the first of the above advertisements I give four good reasons for getting rid of discarded clothing and tell the means for doing so. In the second the first sentence is liable to catch the eye of either a winner or loser; in it a loser may see a way to replenish his pocketbook.

"All of my advertisements occupy about half an inch of space, single column, in the classified section; the first line is always set in larger type; and one advertisement appears in each of the four daily papers every day. They are always written along the same line, copy being changed daily. In the majority of them I go after the man who has clothing to dispose of, but I also advertise to reach the man who will buy. Here is an argument I used in talking to the prospective customer:

"WORKINGMEN, you ought to save a little money for a rainy day, we will help you by selling you a good, serviceable suit, tailor-made, used a little, at prices that will astound you.

"Sometimes I begin an advertisement with some well-known phrase or old proverb, like:

"THE LOVE OF MONEY IS THE ROOT OF ALL EVIL. We have a

large bundle of the root to exchange for those men's worn garments, shoes, hats and shirts. Send postal for us to call.

"Or while some sensational divorce case is holding the center of the stage:

"THE DIVORCE LAWYER CONTINUALLY BREAKS UP HOUSEKEEPING; then sends for us and our tremendous rates for men's worn garments, shoes, hats, shirts. Drop postal; will call in a hurry.

"During a boom in real estate:

"A NICE VILLA, 9 MILES OUT, AT $\frac{1}{2}$ CENT A FOOT would attract you. Why shouldn't we with our full market value for men's discarded wearing apparel, shoes, hats, shirts? Drop us a card.

"On a Monday:

"THERE WAS A GREAT SURPRISE YESTERDAY to hear the large silver dollars dropping in the contribution box; it was all due to the congregation having us call with our cash exchange for their men's worn garments; mail postal.

"At the beginning of the new year:

"IT SEEMS FUNNY TO WRITE 1908. But it will come natural; just like our generous cash exchange for men's discarded wearing apparel, hats, shirts, shoes. Drop postal now."

"I have never yet had occasion to regret, in my ten years' experience as an advertiser, the use of the classified columns," said Mr. Justh. "I believe, whether you wish to buy or sell, there is nothing like talking to the masses through the newspapers; it has certainly paid me."

WHITEHOUSE COFFEE IN NEWS-PAPERS.

BOSTON, Feb. 20, 1908.

Editor of PRINTERS' INK:

The eighteen publications referred to in your recent mention of Dwinell-Wright Co.'s advertising account are only the *Magazine* end of the proposition. As has been the custom in past years, I shall use for my client many large metropolitan dailies and local newspapers—for the wide-spread distribution of my client's products, together with its rapidly growing business, demands a very much wider publicity than but eighteen publications could possibly effect.

A. T. BOND.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1907, \$1,861. Best advertising medium in Alabama.

Montgomery. Journal, dy. Aver. 1907, \$9,464. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1907, \$6,519. Leonard & Lewis, N. Y. Rebs., Tribune Bldg.

CALIFORNIA.

Oakland. Enquirer. Average 1907, \$28,429; January, 1908, \$9,052. Largest circulation in Oakland guaranteed.

COLORADO.

Denver. Post. The trail of the mighty dollar leads from the West. Start it your way with a Want ad in the Post. Cir. dy. 59,606, Sy. 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport. Evening Post. Scorn daily, year 1907, 11,945. Scorn daily, Dec., 12,473.

Bridgeport. Morning Telegram, daily. Average for Feb., 1908, scorn 12,089. You can cover Bridgeport by using Telegram only. Rate, 1½c. per line, flat.

Meriden. Journal, evening. Actual average for 1908, 7,580. Average for 1907, 7,748.

Meriden. Morning Record and Republican. Daily average 1908, 7,672; 1907, 7,769.

New Haven. Evening Register, dy. Annual scorn aver. for 1907, 15,720; Sunday, 12,104.

New Haven. Palladium, dy. Aver. '08, \$9,549; 1907, \$9,842. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1907, 16,548. E. Katz, Sp. Agt., N. Y.

New London. Day, evg. Aver. 1908, 6,104; average for 1907, 6,547. Gives best results.

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Norwalk. Evening Hour. Daily average guaranteed to exceed \$8,000. Scorn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1907, 5,920; 1908, 6,653; January 1908, 7,188.

Waterbury. Republican. Av. 1907, \$6,888 morn.; 4,400 Sunday. Feb., '08, Sun., 5,922.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1907, \$5,486 (© G.).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1907, 10,830. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta. Journal, dy. Av. 1907, \$1,144. Sunday 56,882. Semi-weekly 68,275. The Journal covers Dixie like the dew.

IDAHO.

Bonne. Evening Capital News, d'y. Aver. 1907, 5,688; Actual circulation, Dec. 31, 1907, 6,070.

Iowa Moines. Capital, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch. flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1906, 4,650; 1908, 6,454; 1907, 6,770.

Calo. Citizen. Daily average 1st 6 months, 1907, 1,585.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. The American Journal of Clinical Medicine, mo. (\$2.00), the open door to the American doctor, and through him to the American Public. Av. circul'n for past 3 years, 40,000.

Chicago. Breeder's Gazette, weekly. \$2. Ave. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.

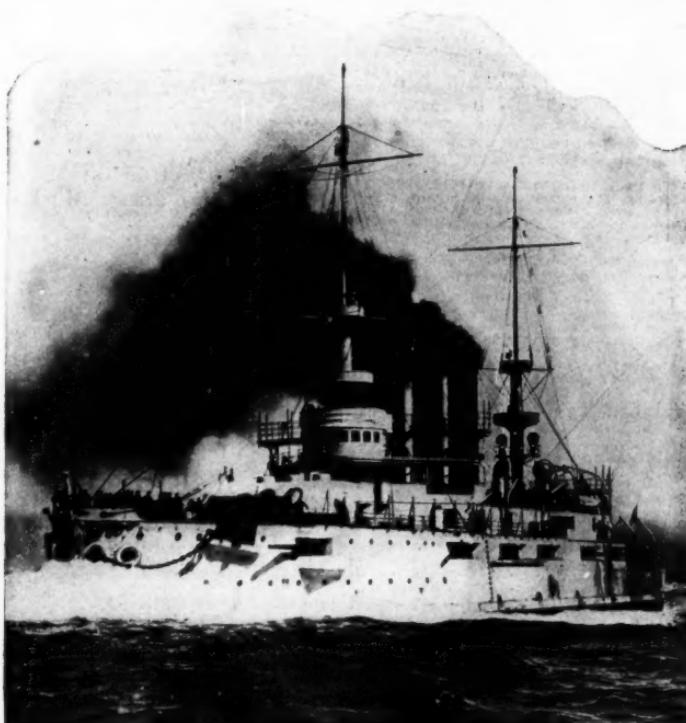
Chicago. Commercial Telegraphers' Journal, monthly. Actual average for 1907, 15,000.

Chicago. Dental Review, monthly. Actual average for 1906, 4,601; for 1907, 4,018.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Journal Amer. Med. Ass'n, weekly. Average for 1907, 55,217.

Chicago. National Harness Review, monthly. 5,000 copies each issue of 1907.



The Fleet in the Pacific

The coming of the Fleet is absorbing the attention of all the people of the Pacific Coast. Great preparations are being made for the reception of Admiral Evans and his men.

Sunset Magazine is preparing a special Fleet number for its May issue. It will contain a beautiful 53-inch colored panorama, showing the 32 battleships at anchor in San Francisco Bay. An extra edition will be printed, for which a large demand has already been created.

This is an unusual opportunity for Advertisers who wish to reach the people of the Pacific Coast.

Advertising Limited to 100 Pages.

FIRST COME FIRST SERVED

Forms Close April 5.

948 FLOOD BUILDING, - - - SAN FRANCISCO.

PRINTERS' INK.

Chicago, Record-Herald. Average 1907, daily 151,564; Sunday 216,464. Only Chicago morning paper making detailed circ. statement.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (G.O.).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation for 1907, 21,659.

INDIANA.

Evansville, Journal-News. Av. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N.Y.

Indianapolis, Up-to-Date Farming. 1907 av., 204,348. Published twice a month. 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News, daily and weekly. Daily average 1907, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Jan. '08, 9,895. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye, daily. Av. for 1907, 8,927. "All paid in advance."

Davenport, Times. Daily aver. Feb., 18,607. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, 50,475.

KANSAS.

Hutchinson, News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,217.

Pittsburg, Headlight, dy and wy. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY.

Lexington, Leader. Av. '06, eng. 5,157. Sun. 6,798; for '07, eve'g, 5,890, Sy, 7,102. E. Katz.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1907, 1,891,488.

Augusta, Maine Farmer, w'kly. Aver. for 1907, 14,126. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, 28,422.

Madison, Bulletin, wy. Circ. 1906, 1,581; for 1907, 1,699. Only paper in Western Somerset Co.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co., Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,855.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Pub. & Publishing Company. Average 1907, 77,748. For February, 1908, 86,700.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (G.O.). Boston's east side paper. Largest amount of week day ad's.

GUARANTEEED

Boston, Globe. Average 1907, daily, 181,844; Sunday 308,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

GUARANTEEED

GUARANTEEED

Boston, Post. Average 1907, daily, 243,980; Sunday, 362,662. Not quite two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

GUARANTEEED

Lynn, Evening Item. Daily sworn av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (G.O.). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson, Patriot. Average December, 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.

Saginaw. Courier Herald, daily, only Sunday paper; aver. for 1907, **14,749**. Exam. by A. A.

Saginaw. Evening News, daily. Average for 1906, **19,964**; for 1908, **20,699**.

MINNESOTA.

Minneapolis. Farmer's Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, **82,074**.

Minneapolis. Journal, Daily and Sunday (O.O.). In 1907 average daily circulation, **76,861**. Daily average circulation for Feb., 1908, **79,194**. Average circulation for Mar., 1908, **74,897**. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings

Minneapolis. Farm Stock, and Home, semi-monthly. Actual average 1905, **57,187**; aver. for 1906, **100,266**; for 1907, **102,588**.

The absolute accuracy of Farm Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULATIN' **Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Old East Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was **76,003**. The daily Tribune average per issue for the year ending Dec. 1907 was **101,165**.

Minneapolis. Svenska Amerikanska Posten, by Am. News-paper Direct.

St. Paul. Pioneer Press. Net average circulation for 1907—Daily **85,716**, Sunday **85,465**.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican Herald. Aver. June, **4,616**. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1907, **17,080**. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1907, **87,588**. Smith & Thompson, East. Rebs.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, **10,685** (O.O.). Eastern office, 39 Maiden Lane.

St. Louis. National Farmer and Stock Grower, mo. Actual average for 1907, **104,666**.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, **5,107**.

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1906, **141,829**.

Lincoln. Freie Presse, weekly. Actual average for 1906, **142,989**.

NEW HAMPSHIRE.

Manchester. Union. Aver. 1907, **17,077**, daily. N. H. Farmer and Weekly Union. **5,550**, for '08.

Nashua. Telegraph. The only daily in city. Average for 1907, **4,871**.

NEW JERSEY.

Ashbury Park. Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Elizabeth. Journal. Aver. 1905, **6,515**; 1906, **7,847**; 1907, **8,811**; Jan., '08, **9,479**.

Jersey City. Evening Journal. Average for 1907, **24,880**. Last three months 1907, **25,928**.

Newark. Eve. News. Net dy. av. for 1906, **68,022** copies; for 1907, **67,195**; Jan. '08, **69,829**.

Trenton. Evening Times. Aver. 1906, **14,237**; aver. 1907, **20,270**; last $\frac{1}{4}$ yr. '07, aver., **20,409**.

NEW YORK.

Albany. Evening Journal. Daily average for 1907, **16,595**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, **59,697**.

Buffalo. Courier, morn. Aver. 1907, Sunday, **91,442**; daily, **51,694**; Enquirer, even., **84,570**.

Buffalo. Evening News. Daily average 1907, **94,691**; for 1906, **94,742**; 1907, **94,848**.

Corning. Leader, evening. Average 1906, **6,235**; 1907, **6,395**; 1908, **6,515**; '07, av., **6,245**.

Mount Vernon Argus. evening. Actual daily average for year ending Dec. 31, 1907, **4,460**.

Newburgh. News, daily. Aver. '07, **5,831**; 4,000 more than all other Newburgh papers combined.

New York City.

New York, Army and Navy Journal. Est. 1863. Actual av. for '07, **9,824**; for Jan. '08, **10,125**.

Automobile. weekly. Average for year ending Dec. 28, 1906, **15,212**.

Baker's Review. monthly. W. R. Gregory Co., publishers. Actual average for 1907, **5,784**.

Benziger's Magazine, the only popular Catholic Family Magazine publ. issued in the United States. Circulation for 1907 **64,416**; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, **26,611** (O.O.).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, **8,888**—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, **4,709**.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1907, **7,269**.

The People's Home Journal. **564,416** mo. Good Literature. **458,666** monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec. 1907, **8,801**; Dec. 1907, issue, **10,500**.

The World. Actual aver. for 1907, Mon., **2,45**; 4-42, Evening, **405,172**; Sunday, **848,885**.

Schenectady Gazette, dail. A. N. Liefty. Actual average for '08, **15,809**; for '07, **17,152**.

Syracuse Evening Herald, dail. Herald Co. Aver. 1906, daily **25,206**. Sunday **40,644**.

Troy Record. Average circulation 1907, **26,168**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica. National Electrical Contractor, mo. Average for 1906, **2,625**.

PRINTERS' INK.

Chicago, Record-Herald. Average 1907, daily 151,564; Sunday 216,464. Only Chicago morning paper making detailed circ. statement.

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Pekoria, Evening Star. Circulation for 1907, 21,659.

INDIANA.

Evansville, Journal-News. Av. for 1907, 18,185. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1907 av. 204,848. Published twice a month. 75c a line.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-Newspaper, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Jan. '06, 9,695. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye, daily. Av. 1907, 8,987. "All paid in advance."

Davenport, Times. Daily aver. Feb. 18, 607. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, 80,475.

KANSAS.

Hutchinson, News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World, daily. Actual average for 1907, 4,213.

Pittsburg, Headlight, dy and wy. Average 1907, daily 6,228; weekly 5,547.

KENTUCKY.

Lexington, Leader. Av. '06, eng. 5,157. Sun. 6,798; for '07, eng'd, 5,290; eng. 7,102. E. Katz.

MAINE.

Augusta, Compton, mo. W. H. Gannett, pub. Actual average for 1907, 1,294,488.

Augusta, Maine Farmer, w/kly. Aver. for 1907, 14,136. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.

Madison, Bulletin, wy. Circa, 1906, 1,581; for 1907, 1,689. Only paper in Western Somerset Co.

Phillips, Manne Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,855.

MARYLAND.

Baltimore, American. Daily average for 1907, 75,652; Sun., 91,209. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1907, 77,748. For February, 1908, 86,700.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©©). Boston's ea table paper. Largest amount of week day ad.



Boston, Globe. Average 1907, daily, 181,844; Sunday, 308,368. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.



Boston, Post. Average 1907, daily, 248,980; Sunday, 226,765. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in circulation, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."



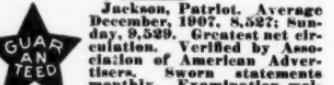
Lynn, Evening Item. Daily sworn av. year 1906, 15,068; 1907, average, 16,522. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (©©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times, evning. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson, Patriot. Average December, 1907, 8,527; Sunday, 9,529. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.



Saginaw. Courier Herald, daily, only Sunday paper; aver. for 1907, **14,749**. Exam. by A. A. A.

Saginaw. Evening News, daily. Average for 1906, **19,964**; February, 1908, **20,699**.

MINNESOTA.

Minneapolis. Farm-ing Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, **82,074**.

Minneapolis. Farmer, daily, and Sunday. GUARANTEE. In 1907 average daily circulation, **76,861**. Daily average circulation for Feb., 1908, **79,194**. Average Sunday circulation for Feb., 1908, **74,897**. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.

Minneapolis. Farm Stock, and Home, semi-monthly. Actual average 1906, **97,187**; aver. for 1906, **100,266**; for 1907, **108,588**.

The absolute accuracy of Farm Stock and Home circulation is guaranteed in the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

CIRCULATIN' Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Old est Minneapolis daily. The 2nd Sunday Tribune average per issue for the year ending December, 1907, was **76,603**. The daily Tribune average per issue for the year ending December, 1907 was **101,165**.

Minneapolis. Svenska Amerikanska Posten, Swan J. Turnblad, pub. 1907, **54,262**.

St. Paul. Pioneer Press. Net average circulation for 1907—daily **25,716**, Sunday **35,465**.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the news due for subscription collection is guaranteed that subscribers take the paper because they want it; all matters pertaining to circulation are open to investigation.

Winona. Republican-Herald. Av. June, **4,616**. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1907, **17,080**. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1907, **87,858**. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, **10,685** (G O). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, mo. Actual average for 1907, **104,666**.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, **5,101**.

NEBRASKA.

Lincoln. Deutsch Amerikan Farmer, weekly. Average 1906, **141,839**.

Lincoln. Freie Presse, weekly. Actual average for 1906, **142,989**.

NEW HAMPSHIRE.

Manchester. Union. Av. 1907, **17,077**, daily. N. H. Farmer and Weekly Union. **5,550**, for '08.

Nashua. Telegraph. The only daily in city. Average for 1907, **4,271**.

NEW JERSEY

Ashbury Park. Press. 1907, **5,076**. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1907, **9,001**.

Elizabeth. Journal. Av. 1905, **6,515**; 1906, **7,847**; 1907, **8,811**; Jan., '08, **9,479**.

Jersey City. Evening Journal. Average for 1907, **24,280**. Last three months 1907, **25,928**.

Newark. Eve. News. Net du. ar. for 1906, **62,022** copies; for 1907, **67,195**; Jan., **69,829**.

Trenton. Evening Times. Ar. 1906, **18,227**; aver. 1907, **20,270**; last 3/4 yr. '07, aver., **20,409**.

NEW YORK.

Albany. Evening Journal. Daily average for 1907, **16,595**. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, **52,697**.

Buffalo. Courier, morn. Av. 1907, Sunday, **91,447**; daily, **51,604**; Enquirer, even., **34,570**.

Buffalo. Evening News. Daily average 1905, **94,690**; for 1906, **94,742**; 1907, **94,848**.

Corning. Leader, evening. Average 1904, **6,238**; 1906, **6,595**; 1907, **6,533**; '07, av., **6,245**.

Mount Vernon. Argus, evening. Actual daily average for year ending Dec. 31, 1907, **4,460**.

Newburgh. News, daily. Ar. 1907, **5,821**; 4,000 more than all other Newburgh papers combined.

New York City.

New York, Army and Navy Journal. Est. 1863. Actual ar. for '07, **9,824**; av. Jan., '08, **10,125**.

Automobile. weekly. Average for year ending Dec. 28, 1906, **15,212**.

Baker's Review. monthly. W. H. Gregory Co. publishers. Actual average for 1907, **5,784**.

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. Circulation for 1907 **64,416**; 50c. per quarterly line.

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, **26,611** (G O).

El Comercio. mo. Spanish export. J. Shepherd Clark Co. Average for 1907, **8,883**—sworn.

Music Trade Review. music trade and art weekly. Average for 1907, **4,709**.

Printers' Ink, journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1907, **7,269**.

The People's Home Journal. **564,416** mo. G. & L. Literature. **458,666** monthly, average circulation for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec. 1907, **8,801**; Dec. 1907, issue, **10,500**.

The World. Actual aver. for 1907, Mar., **5,435**; 4,428. Evening, **495,172**. Sunday, **348,585**.

Schuetztdy. Gazette, dail. A. N. Leetey. Actual average for '06, **15,809**; or '07, **17,152**.

Syracuse. Evening Heraclia, daily. Herald Co. pub. Arer. '06, daily **23,206**. Sunday **10,064**.

Troy. Record. Average circulation 1907, **26,168**. Only paper in city which has permitted A. A. examination, and made public the report.

Utica. National Electrical Contractor, mo. Average for 1906, **2,625**.

Utica, Press, daily. Otto A. Meyer, publisher.
Average for year ending Dec. 31, 1907, 14,869.

NORTH CAROLINA.

Charlotte, News. For 1907, 5,857; Times-Democrat, 6,099. Compare these figures with any other evening or semi-weekly in this territory.

NORTH DAKOTA.

Grand Forks, Normandien, Av. yr. 1906, 7,201.
Aver. for year 1906, 8,186.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashland, Amerikan Sanomat. Finnish. Actual average for 1906, 10,696.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1907, 74,911; Sunday, 88,878; Jan., 1908, 68,658 daily; Sun., 84,281.

Coshocton, Age, daily. Net average 1907, 2,796. Cash in advance circulation.

Dayton, Journal. First six months 1907, actual average 24,196.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 445,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown, Vindicator. D.y. av. 1907, 14,768; Sy. 10,017; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA.

Ardmore, Ardmore, daily. Average for 1906, 2,442.

Muskogee, Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N.Y.

Oklahoma City, The Oklahoman. 1907 aver., 26,152; Jan., 1908, 21,890. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's Blatt. Weekly. Average for September, 1907, 20,880.

Portland, Journal, daily. Average 1907 28,805; for Dec., 1907, 29,885. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, Pacific Northwest, mo.; average for 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, evg d'y. Average 1907, 7,640. N.Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, 18,508; Jan., 1908, 18,467. E. Katz, Sp. Ag., N.Y.

Harrisburg, Telegraph Scornut. Jan., 1908, 15,040. Largest paid cir. in H'p'b or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1906, 5,470; 1907, 5,514 (©).

The Philadelphia

BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1908:

1	313,060	16	Sunday
2	266,571	17	263,579
3	261,511	18	256,907
4	260,522	19	251,644
5	263,752	20	257,140
6	265,671	21	269,342
7	266,672	22	268,679
8	266,672	23	268,679
9	264,210	24	Sunday
10	261,414	25	267,831
11	267,434	26	266,271
12	258,775	27	266,151
13	258,775	28	259,561
14	263,568	29	259,181
15	257,924		

Total for 25 days, 6,523,073 copies.

NET AVERAGE FOR FEBRUARY

263,723 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is one of the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 162,993; the Sunday Press, 134,066.

West Chester. Local News, daily. W. H. Rodriguez, average for 1907, 15,687. In 55th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit. "America's Greatest Family Newspaper." Average, 1907, 231,687. Circulated in over 15,000 small cities, towns and villages. Home circulation, Guaranteed.

York. Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND.

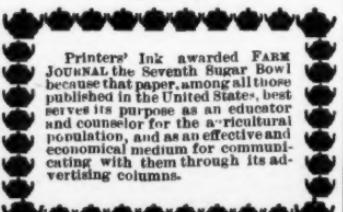
Pawtucket, Evening Times. Aver. circulation for 1907, 17,908 (sworn).

Providence. Daily Journal. 17,712 (©). Sunday, 24,178 (©). Evening Bulletin 57,061 average 1907. Evening Bulletin circulation for 1908 over 45,000 daily.

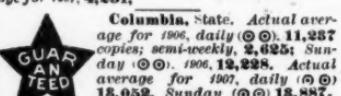
Providence. Tribune. Aver. for 1907, Morn., 11,781; Even. 81,709; Sun., 16,980. Most progressive paper in the field. Evening edition guaranteed by Rowell's A.N.D.

SOUTH CAROLINA. Charleston, Evening Post. Actual d'y. average for 1907, 4,251.

Columbia. State. Actual average for 1907, daily (©), 11,257 copies; semi-weekly, 2,625; Sunday (©), 1906, 12,228. Actual average for 1907, daily (©) 18,052. Sunday (©) 18,887. Semi-weekly 2,997.



Printers' Ink awarded FARM JOURNAL the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.



PRINTERS' INK.

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Spartanburg, Herald. Actual daily average circulation for 1907, **2,715.** Dec., 1907, **2,067.**



TENNESSEE.

Chattanooga, News. Average end Dec. 31, 1907, **14,468.** Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Week-day average year ending Dec. 31, 1907, **14,694.** Week-day average Jan. 21 in excess of **15,000.** The leader.

Memphis, Commercial Appeal. Daily, Sunday, week, **First six months 1907 av.: Dy., 41,758; Sunday, 61,455;** weekly, **\$1,912.** Smith & Thompson, Representatives, N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, **\$1,455;** for 1907, **\$6,206.**

TEXAS.

El Paso, Herald. Nov. and **8,461.** More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times daily. F. E. Langley. Aver. 1905, **8,527;** 1906, **4,118;** 1907, **4,585.** Exam. by A. A. A.

Bennington, Banner, daily. F. E. Howe. Actual average for 1906, **1,980;** 1907, **2,019.**

Burlington, Free Press. Daily average for 1907, **8,415.** Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Av. 1907, **2,126.** Only Montpelier paper exam. by A. A. A.

Rutland, Herald. Average 1907, **4,268.** Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, **8,382.** Examined by A. A. A.

WASHINGTON.

Seattle, Post Intelligencer (OO). Av. for Jan., 1905, net—Sunday **40,541;** Daily, **38,008;** week day **31,892.** Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Tacoma, Ledger. Average 1907, daily, **18,506;** Sunday, **21,798.**

Tacoma, News. Average 1907, **16,525;** Saturday, **17,610.**

WEST VIRGINIA.

Ronceverte, W. Va. News, w. Wm. B. Blake & Son, publs. Aver. 1907, **2,524.**

WISCONSIN.

Janesville, Gazette. Daily average for 1907, **8,671;** semi-weekly, **2,416;** Jan., '08, dy., **4,011.**



Madison, State Journal. dy. Actual average for 1907, **5,086.**

Milwaukee, Evening Wisconsin, d'y. Av. 1907, **28,082** (OO). Carries largest amount of advertising of any paper in Milwaukee.

Milwaukee, The Journal, eve., ind. Daily av. for 1907, **51,922; for Jan., 1907, **48,410;** for Jan., 1908, **58,776;** daily gain, **5,660.** The Journal, six days carried most advertising in 1907 than did the leading newspaper daily, with its Sunday included, and practically double the amount, rates considered, of any other evening newspaper. The Journal leads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.**

Oshkosh, Northwestern. daily. Average for 1907, **8,680.** Examined by A. A. A.

Racine, Journal, daily. Average for the last six months 1907, **4,876.**



THE WISCONSIN AGRICULTURIST

Racine, Wis. Estab. 1877. Ind. weekly average for 1907 ended Dec. 20, 1907, **10,817.** Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for 1906, **5,126;** semi-weekly, 9 mos., '07, **4,294.**

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1907, **18,846;** Dec. 1907, **15,426.** H. LeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, **16,546.** Rates 50c. inch.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, **66,852;** daily Jan., 1908, **85,055;** weekly av. for mo. of Jan., **26,770.**

Winnipeg, Telegram. Average daily, Jan. '08, **28,478.** Weekly av. **25,000.** Flat rate, $\frac{3}{2}$ c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily **105,828;** weekly **50,197.**

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1907, **62,887** copies daily; the Weekly Star, **129,685** copies each issue.



A Statement by the Relation to Pacific C

THE BULLETIN hereby makes this offer, and in ma
event of the expert of the Association of American Advertisers
of papers printed and circulated, all monies paid on advertisi
for will be published without cost to the advertiser.

For six months or more there have been persistently circulated throughout the East and the Middle West **anonymous statements** intended to injure the standing of the BULLETIN, of San Francisco, among advertisers and advertising agencies.

To this end also have been employed the columns of several nondescript so-called "Advertising" publications which thrive upon blackmail.

It must be conceded by anyone who gives it only passing consideration that if the BULLETIN were a nonentity in San Francisco's newspaper field it would not be the recipient of anonymous attack.

Attention has been invited to the fact that but little over a year ago the paper claimed only about half its present distribution, and the question has been asked of foreign advertisers, "Can you be so gullible as to believe that any San Francisco paper could possibly double its circulation in a year?"

For the information of those who may be interested, and for the assurance of such as may intend advertising in the San Francisco field, the BULLETIN makes the following statement:

Prior to January 1, 1907, the monthly subscription price of the BULLETIN, delivered by carriers or served by mail, was 65 cents per month. It was issued every evening and published also a Sunday morning edition.

Its circulation was approximately 50,000.

With January 1, 1907, the Sunday edition was discontinued and a six-day service of a paper varying in size from 12 to 24 pages, according to the exigencies of the news and advertising service, was issued at 25 cents per month—a price which when the amount for delivery was deducted did not pay for the white paper on which the edition was printed.

The sole object of this reduction was to instantly create a distribution to warrant an advance in the advertising charge.

This venture surpassed the most sanguine expectations.

In the month of March, 1907, the third month at the new rate, the circulation had been practically doubled and the average for the year 1907 was 85,768.

There are four NEWS papers published in San Francisco. The BULLETIN, *Call*, *Chronicle*, *Examiner*.

Three years ago the Association of American Advertisers sent its expert to investigate circulation.

The report of that investigation is in the possession of every member of the Association.

the "Bulletin" on Its Pacific Coast Advertising.

and in making it constitutes it a binding contract, that in the Advertisers discovering any fraud in the statement of the number in advertising contracts will be refunded, and all space contracted

It shows that the first paper to open all its records, cash, bank books and paper bills was the BULLETIN.

It shows that two of the papers side-stepped any investigation, and that their circulation as the expert found it was grossly exaggerated.

Conditions Are No Different To-Day.

THE BULLETIN has with the Secretary of the Association a standing permit to send experts at any time, without previous notice, to take full possession of the Circulation Department of the paper until they have satisfied themselves regarding its circulation.

There are still two papers in San Francisco into whose cash records no expert will be admitted at any time.

Because of its great circulation, the BULLETIN has been compelled to order another sextuple press, which will bring the hourly capacity up to 144,000 12-page papers. This will be installed within 90 days.

Whenever, therefore, you may be the recipient through the mail of an anonymous or direct attack on this paper as to its standing or circulation, kindly bear in mind a few plain and easily verified facts:

- 1st. There is no paper so widely and so favorably known in the fight against municipal corruption in San Francisco as the BULLETIN. The history of its connection with this great struggle has been written in nearly every magazine of note, **AND NO OTHER PAPER HAS AT ANY TIME BEEN CONSIDERED OF SUFFICIENT IMPORTANCE TO BE MENTIONED.**
- 2d. At a time when conditions created a stagnation in the business departments of the press, the BULLETIN evolved a plan to build up its circulation by 100 per cent.
- 3d. It is the only paper in San Francisco which has increased its advertising charges, or had any valid reason for doing so, and in making an increase of 40 to 60 per cent it has not lost a single local advertiser.
- 4th. Despite this great advance in rate, it carries more display advertising day by day than any of its contemporaries—often more than double any of them—frequently double any two of them, and not infrequently more than all three combined.
- 5th. Its big local patronage is because **IT BRINGS RESULTS TO ADVERTISERS WHO ARE IN A POSITION TO TRACE RETURNS.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Eckman.President, ROBERT W. PALMER.
Secretary, DAVID MARCUS.

Treasurer, GEORGE P. ROWELL.

The address of the company is the address of the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electro-type plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, March 11, 1908.

THE modern daily paper is the most powerful speaking tube in the world. What you offer, and what you want, it can greatly help you about.

In these days of labor and sorrow through which newspapers and magazines are passing, in an endeavor to make a favorable advertising showing, it is somewhat of a satisfaction to PRINTERS' INK to announce that advertising in its own columns thus far in 1908 surpassed the same period of 1907 by 10 15-100 per cent. This seems to indicate two things: that publishers—some of them—realize the necessity for advertising when indications point to a slack season, and that they regard PRINTERS' INK as the logical medium for their purpose.

"CHEAPNESS," that consists in mere littleness of price is often a snare and a delusion.

A WELL-FOUNDED enthusiasm is catching, and will reach your patrons, and make patrons, if you will only make it visible.

THE Galveston and Dallas *Semi-Weekly News* has sent forth a post card showing a map of the United States, in colors, with the number of copies circulated in each State printed upon it. Black dots, one to a subscriber, serve to give additional vividness to the map. At least one dot appears in every State, and down in Texas they are so numerous that one is reminded of a summer's swarm of bees—or a blueberry pie. According to the *News'* figures there is a total circulation of 150,381 copies, 113,500 of which is in the Lone Star State. This would seem large enough to induce the *Semi-Weekly News* to furnish an annual detailed statement to Rowell's American Newspaper Directory.

New York Advertising Ad League. The New York Advertising League's February dinner was held at Reisenweber's on February 28th. A large attendance was called out to hear the discussion upon The Catalogue, which followed the dinner. Among the speakers were Charles W. Beaver of the Yale & Towne Manufacturing Co.; F. F. Coleman, advertising manager Lidgerwood Manufacturing Co.; M. L. Griswold, vice-president Rogers Company; C. N. Manfred, advertising manager the Johns-Manville Co., and Willis H. Howe, "Kamargo Mills."

It is possible to make this organization of great value to its members if the monthly meetings are devoted to subjects of general interest to advertising men, such as the subject under discussion at the latest meeting, and if these topics are handled in a practical, informative manner.

THE Philadelphia *Bulletin's* net average daily circulation for February was 263,723 copies, which is a gain of more than 13,000 copies over January.

THE Rutland, Vt., *Herald*, through its special representative, Julius Mathews, has issued an invitation in booklet form to advertisers to examine its circulation. The *Herald* states that its circulation is much larger than any other paper in its territory.

FRANK PRESBREY, the general advertising agent, has been elected president of the Aldine Association, a well known club located at Fifth Avenue and Eighteenth street, New York. The membership of the Aldine, which is over four hundred, is composed of the leading business men in the publishing and mercantile fields of New York.

THE farm papers represented in the East by Wallace C. Richardson, and in the West by George W. Herbert have issued the first number of a quarterly house organ entitled "Standard Farm Paper Advertising." The reading matter has not a single word to say about the particular papers issuing it, being devoted solely to arguments in favor of the use of farm mediums of established worth. This list of farm papers is doing yeoman work for the rank and file of their contemporaries in presenting advertisers with the true facts about agricultural papers.

Institutional Journalism. The *Brooklyn Eagle* has added to its field of usefulness by establishing a free lecture bureau, for the benefit and convenience of church clubs, societies and cognate organizations. The lecturers are members and former members of the *Eagle* staff, and are provided gratuitously. Lanterns and appliances for the illustrated lectures are provided at cost price. The subjects are so interesting and diverse that a complete course could

easily be arranged. For the information of other papers which may desire to become, like the *Eagle*, an institution in the community as well as a newspaper, the list of subjects is here appended:

NOT ILLUSTRATED.

"Incidents in the Life of a Reporter."—TILDEN ADAMSON.

"What the People Can Do Constitutionally."—JOHN ALDEN.

"Publicity. The News of the Day from the Press Agent's Standpoint. How Good Things are Boomed."—B. T. BUTTERWORTH.

"The Tragedies and Comedies of a Proof-Room."—R. M. CAMPBELL.

"Trade Organizations and the Church."—R. M. CAMPBELL.

"The Mistakes of the Labor Movement."—R. M. CAMPBELL.

"Civic Problems."—GILBERT EVANS.

"News as a Commodity."—GILBERT EVANS.

"American Humor and Humorists."—JUDGE WM. B. GREEN.

"Minor Poets of America."—JUDGE WM. B. GREEN.

"A Boy in the Civil War."—FRANKLIN P. SELLERS.

"How Men's Clubs Benefit the Churches."—FRANKLIN P. SELLERS.

"Attitude of the Secular Press Towards Religion."—FRANKLIN P. SELLERS.

"Life in the Colonial Period."—RUFUS R. WILSON.

ILLUSTRATED BY STEREOPTICON.

"Nature in a City Back Yard." A Popular Talk on the interesting Life and Habits of our Little Friends in cellar, yard and garden.—HERBERT S. ARDELL.

"Modern Methods of Illustrating." How Pictures are made for Printing in Familiar Publications, with Practical Demonstrations.—HERBERT S. ARDELL.

"The Making of a Newspaper." Popular Review of Modern Journalism.—GILBERT EVANS.

"The Automobile Industry." Its Importance and the Vast Amount of Capital Invested in its Development.—RUSSELL A. FIELD.

"Sources of Information." How Where and From Whom the Public Gets Its Information.—L. L. HEATON.

"The Newspaper's Raw Material." How it is Made and Where it Comes From.—E. G. MARTIN.

"Historic Long Island." A Tour through Brooklyn's Summer Resting Place with a Look at its Quaint Buildings and Pleasant Villages.—JAS. A. ROONEY.

"Quo Vadis." A synopsis of the well known Story of Sienkewicz, Depicting Scenes at the Beginning of Christianity, during the Reign of Nero.—JAS. A. ROONEY.

"Transit of a Great City." Modern Means of Inter-Urban conveyance as compared with the days of the Omnibus and Horse Car.—L. FLETCHER SNAPP.

THOMAS F. FLYNN, who has been connected with the S. C. Beckwith Special Agency in New York for the past sixteen years as inside office manager, has been changed to the position of outside solicitor. Mr. Flynn's intimate knowledge of all the various papers on the Beckwith List gives him an advantage over the average man, because he knows every



THOMAS F. FLYNN.

detail of each publication by heart. When an advertiser or agent is dealing with Mr. Flynn, he may obtain from him all there is to know. He is unquestionably the right man in the right place, and the Beckwith Agency probably never made a move that will redound more largely to its credit.

Good Trade Paper Talk. February *Power* contains the following, set up as a page advertisement, which was written by John A. Hill, himself: "IT WAS MAGNIFICENT, BUT IT WAS NOT WAR."

The Atlas Engine Works, of Indianapolis, Ind., is in the hands of its creditors.

Men familiar with the manufacture and marketing of machinery and men familiar with advertising have predicted this for some time.

This company has been spending great sums of money, probably more than \$100,000 in the past year or two, that was charged to advertising but should have gone on its books under the heading of "Vanity Account."

Through an agent, this concern has used page after page in the general magazines, of pretty copy, to offer steam engines to the general public—not one in ten thousand being a possible buyer.

One quarter, yes, an eighth, of the money spent in the mediums that go to the power users of the country would have produced a sensation in engineering circles—and an increase of business.

General Pierre Bosquet said of the charge of the Light Brigade, at Balaklava: "It is magnificent, but it is not war."

This waste of money, this offering steam engines and boilers to the women and children and non-power users in flaring pages of pictures was "Publicity," but it was not advertising.

You can get publicity by shooting your wife—but it is not advertising.

A duck hunter on his way from New York to Barnegat Bay might just as well shoot into the air all the way down in hopes that a duck would fly into the shot, as to advertise steam engines to the general public.

Advertising must stand the charge of all such failures—and does not deserve it.

So few know the difference between Publicity and Advertising.

Advertising is salesmanship, the creating of a *favorable impression* of the goods advertised in the minds of possible buyers. Ah, there's the rub—possible buyers.

One page in *Power* would have reached more possible buyers of the Atlas product than a full page in all the magazines in Christendom—and there would not have been enough waste circulation to light a pipe.

But, *Power* would not have allowed an agent a commission.

Power would have created no wonder in the home circle, the women's clubs or the Lincoln County Medical Society, it would have reached power users, and let it go at that.

Power is sorry for the troubles of this old, honest and reputable concern. Sorry because unthinking people will say they were ruined by too much advertising, which is not true.

Had they spent this amount of money pasting "stickers" on the inside of box cars it would have been the same kind of publicity—it never was advertising.

Moral—If you are selling a specialty advertise big in the papers devoted to that line—and nowhere else. If you are selling shoe strings or grape nuts get into the general publications.

There is a difference between Publicity and Advertising. Real advertising that will give you publicity enough, publicity does not always advertise.

Munsey Buys Another The announcement was made on February 27th of the purchase of the Baltimore *News* by Frank A. Munsey. Mr. Grasty, the president of the Evening News Publishing Company and general manager of the paper, has made the *News* one of the leaders among American newspapers, and it is to be hoped that he will not remain permanently outside the journalistic field. It is stated that he will take a brief vacation in Europe, and upon his return his friends believe that he will renew his newspaper activity in some city other than Baltimore. It detracts nothing from Baltimore's reputation as a thriving, enterprising city to say that Charles H. Grasty has outgrown it.

The new owner of the *News* has probably made a wise investment, however high a price he paid for the property.

The change in ownership is responsible for different representation in the foreign field. In New York Dan A. Carroll is succeeded by the Frank A. Munsey Company, and in Chicago W. Y. Perry gives place to Archer A. King.

Mr. Carroll's connection with the *News* has been a fortunate one for that paper. Since coming to New York Mr. Carroll has, indeed, succeeded in accomplishing a great deal for all his papers, which are all published in the evening, and leaders in their field.

THE Kansas City Advertising Club had a meeting last week Tuesday to discuss the proposed National Advertising Law, generally known as the "Aubuchon Bill."

BUSINESS GOING OUT.

Dr. Blosser, Atlanta, is making some new contracts.

W. S. Hill, Pittsburgh, Pa., is asking rates on ten thousand lines.

Lord & Thomas, Chicago, are putting out copy for S. Grabfeldt & Company.

The Holcoe Operative Sales Company, New York, will advertise through the Stanleyway Advertising Agency, of the same city.

More orders for "Maple-Flake" are being sent out by Lord & Thomas, of Chicago.

W. L. Cosgrove, Pittsburg, Pa., is asking rates on Facial Massage Cream advertising.

A. R. Elliott, New York, will handle the advertising of Levy, the Cleanser, of New York.

Geo. M. Savage, Detroit, is handling the advertising of the St. Clair Hotel, St. Clair, Canada.

One-time orders are being sent out direct, by the Neil Publishing Company, of New York.

F. Perdew, New York, is doing classified advertising through the Stanleyway Agency, of New York.

R. E. Archibald, 147 East 125th street, New York, is asking rates on fifteen inches, display, one time.

Copy for the Cosmopolitan Hotel, New York, is going out through the Allen Advertising Agency, New York.

Renewal contracts for the Buffalo Lithia Water are being sent out by the Massengale Agency, of Atlanta, Ga.

The Bankers' and Merchants' Advertising Agency, New York, is sending out some small classified and mining copy.

The Stanleyway Advertising Agency, New York, is placing some copy for the Pine Chemical Company, of New York.

The A. W. Erickson Advertising Agency, New York, is sending out advertising for the Packard Motor Car Company.

The Larue Advertising Company, Detroit, is sending out copy for the Satin Toilet Specialties Company, also of Detroit.

A. Alexander, New York, the well known shoe house, will advertise through the Frank Presbrey Company, New York.

Montague Pearsall, 203 Broadway, New York, is asking rates in New Jersey papers.

N. W. Ayer & Son, Philadelphia, are using five thousand lines in one year for the Stein-Bloch Company, Rochester, N. Y.

The Victor Chemical Company, New York, is advertising its Ladies' Toilet Specialties through the Stanleyway Advertising Agency.

Sherman & Bryan are placing the magazine advertising of the James McCracken Cloth Mills, a new mail-order concern.

The Arnold-Dyer Advertising Agency, Philadelphia, has charge of the advertising of the Caro-Caro Company, also of Philadelphia.

The H. B. Humphrey Company, of Boston, Mass., is sending out the first copy for the Common Sense Gum Company, also of Boston.

PRINTERS' INK.

White's Class Advertising Company, Chicago, is putting out renewal contracts for the Bickmore Gaul Cure Company, of Outown, Me.

The advertising of the W. N. Best American Calorific Company, is going out through the A. W. Erickson Advertising Agency, New York.

"Danderine" contracts for ten thousand lines in one year, are going out to papers generally through the Chas. Fuller Company, of Chicago.

High-class magazines will be used by the Stanleyway Advertising Agency, of New York, for the advertising of Sutro Bros., bankers, New York.

The advertising of the Equitable Life Insurance Company, New York, will be handled in the future by the Frank Presbrey Company, of New York.

The Weiss Adjustable Fan Manufacturers, New York, is doing some classified advertising through the Stanleyway Advertising Agency, of New York.

The advertising of the Philip Morris Cigarettes, which is beginning to appear in a select list of mediums, is going out through the Presbrey Agency.

J. Walter Thompson, New York, is using one thousand seven hundred and five lines in three weeks in western papers for Peter Henderson, the seed man.

Inquiries for rates are being sent out by the Beardsee Advertising Agency, of Boston, Mass.

The Homer W. Hedge Company, New York, has closed the following new accounts: Chateau Lafite Wines, Ideal Sight Restorer and Stephenson Skirt Supporter.

One hundred and twenty lines, one time, in Sunday papers are being used for the Commercial Correspondence School, Rochester, by the Van Cleve Agency, of New York.

The Green Mountain Distilling Company of Kansas City, is using one hundred and fifty lines, two times, in weeklies, through the Horn-Baker Agency, also of Kansas City.

The American Tobacco Company will use a large appropriation to advertise their "Battle Ax Plug," and Piedmont Cigarettes, through the Frank Presbrey Company, of New York.

N. W. Ayer & Son, Philadelphia, are sending out orders amounting to 5,000 lines, to be used in conjunction with the educational advertising now running in the *Saturday Evening Post*.

The Ben Leven Advertising Agency, Philadelphia, will handle all the 1908 advertising of the Penn Drug Company, of Philadelphia. One thousand and two thousand inch contracts are now being sent out for "Am-Or-Ou," one of their preparations.

AN EIGHTY THOUSAND DOLLAR INQUIRY—

that is, an inquiry involving an \$80,000 transaction, was received by an advertiser who used one inch one time in

CASE AND COMMENT

This publication is carefully read every month by 30,000 men who have money. They can be interested in big things by advertisers who have big propositions.

**CASE AND COMMENT
ROCHESTER, N. Y.**

OR

**GEORGE S. KRANTZ, Eastern Representative
102 West 14th Street, - - - NEW YORK CITY**

MARCH MAGAZINES.

An observer recently remarked that certain advertisers in street cars seem to be doubling up their space just now, at the very time all advertising is supposed to be suffering from the general business weakness. He noticed two pictures of Miss Carroll, whose hair was grown by Danderine, on opposite sides of the car. He found

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR MARCH.

(Exclusive of Publishers' own advertising.)

	Pages	Ag.	Lines
System.....	162	36,288	
Country Life in America (cols.).....	190	32,592	
Everybody's.....	120	26,996	
McClure's.....	115	25,823	
Review of Reviews.....	108	24,206	
Ladies' Home Journal (cols.).....	111	22,200	
Cosmopolitan.....	90	20,174	
Munsey's.....	89	20,104	
Woman's Home Companion (cols.).....	91	18,200	
Suburban Life (cols.).....	106	18,151	
American Magazine.....	79	17,864	
Garden Magazine (cols.).....	119	17,744	
Sunset.....	75	16,977	
Harper's Monthly.....	73	16,520	
Business Man's Magazine.....	72	16,345	
Century.....	67	15,078	
Pacific Monthly.....	67	15,008	
Success (cols.).....	86	14,824	
World's Work.....	65	14,658	
Delineator (cols.).....	101	13,736	
Outing Magazine.....	60	13,471	
Scribner's.....	59	13,335	
Putnam's.....	59	13,328	
Yachting (cols.).....	87	12,581	
Red Book.....	53	11,648	
Van Norden.....	53	11,648	
Ladies' World (cols.).....	56	11,200	
World To-Day.....	49	11,144	
Modern Priscilla (cols.).....	61	10,480	
Pictorial Review (cols.).....	62	10,462	
Outdoor Life.....	46	10,360	
Home Magazine (cols.).....	53	10,189	
Pearson's.....	45	10,136	
Housekeeper (cols.).....	50	10,000	
Metropolitan.....	43	9,688	
McCall's Magazine (cols.).....	70	9,525	
Harper's Bazaar.....	38	8,659	
Our West (Feb.).....	37	8,400	
Field and Stream.....	36	8,246	
Ainslee's.....	36	8,078	
Designer (cols.).....	58	7,957	
American Homes and Gardens (cols.).....	46	7,773	
Theatre Magazine (cols.).....	45	7,574	
New Idea Woman's Magazine (cols.).....	58	7,558	
Human Life (cols.).....	40	7,407	
House and Garden (cols.).....	53	7,364	
Current Literature.....	33	7,168	
Argosy.....	29	6,706	
House Beautiful (cols.).....	44	6,396	
Broadway Magazine.....	28	6,372	
The Circle (cols.).....	34	5,933	
Etude (cols.).....	33	5,673	
Lippincott's.....	25	5,600	
Recreation (cols.).....	32	5,596	
Outer's Book (Feb.).....	24	5,316	
Overland Monthly (Feb.).....	23	5,320	
Short Stories.....	23	5,204	



	Pages	Ag.	Lines
Atlantic Monthly.....	23	5,138	
Health Magazine.....	22	5,040	
Dressmaking at Home (cols.).....	27	4,861	
Appleton's Magazine.....	21	4,851	
Popular Magazine.....	21	4,823	
Musician (cols.).....	27	4,474	
Strand.....	19	4,406	
Bookman.....	19	4,280	
All-Story Magazine.....	18	4,032	
Smith's Magazine.....	16	3,666	
Blue Book.....	16	3,584	
International Studio.....	13	3,479	
Travel Magazine (cols.).....	23	3,445	
Benziger's Magazine (cols.).....	17	3,285	
American Boy (cols.).....	15	3,084	
Smart Set.....	13	3,080	
Business Philosopher.....	12	2,352	
St. Nicholas.....	10	2,240	
Philistine.....	13	1,855	
Railroad Man's Magazine.....	7	1,722	
New England Magazine.....	6	1,344	
People's Magazine.....	6	1,344	
Scrap Book.....	4	1,106	
Live Wire.....	2	448	

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR FEBRUARY.

(Exclusive of Publishers' own advertising.)

Week ending Feb. 9:

	Cols.	Ag.	Lines
Saturday Evening Post.....	45	7,650	
Independent (pages).....	33	7,441	
Collier's.....	28	5,460	
Literary Digest.....	33	4,995	
Life.....	35	4,914	
Outlook (pages).....	17	3,976	
Churchman.....	24	3,955	

	Cols.	Ag.	Lines
Vogue.....	23	3,563	
Associated Sunday Magazines.....	18	3,231	
Christian Endeavor World	10	1,979	
Christian Herald.....	17	1,907	
Illustrated Sunday Magazine.....	9	1,741	
Leslie's Weekly.....	5	1,170	
Week ending Feb. 16:			
Literary Digest.....	43	6,121	
Saturday Evening Post..	35	6,064	
Collier's	26	5,045	
Christian Herald.....	23	4,032	
Independent (pages).....	17	3,808	
Associated Sunday Magazines.....	16	2,987	
Outlook (pages).....	13	2,908	
Illustrated Sunday Magazine	16	2,912	
Vogue.....	17	2,826	
Christian Endeavor World	24	2,740	
Scientific American.....	20	2,088	
Leslie's Weekly.....	9	1,912	
Churchman.....	11	1,903	
Life.....	11	1,607	
Week ending Feb. 23 :			
Vogue	145	22,750	
Outlook (pages).....	62	13,888	
Saturday Evening Post ..	52	8,891	
Collier's	28	5,320	
Literary Digest.....	30	4,377	
Associated Sunday Magazines.....	20	3,741	
Independent (pages).....	16	3,640	
Life	23	3,227	
Churchman.....	18	2,932	
Leslie's Weekly.....	14	2,929	
Christian Herald.....	16	2,759	
Christian Endeavor World	12	2,363	
Illustrated Sunday Magazine.....	8	1,623	
Scientific American	6	1,281	
Week ending March 1:			
Scientific American.....	34	6,836	
Saturday Evening Post..	34	5,908	
Literary Digest.....	38	5,491	
Collier's	28	5,104	
Independent (pages).....	16	3,787	
Churchman.....	22	3,648	
Outlook (pages).....	14	3,192	
Leslie's Weekly.....	15	3,071	
Christian Herald.....	14	2,517	
Christian Endeavor World	13	2,499	
Associated Sunday Magazines.....	13	2,474	
Vogue	13	2,051	
Life.....	13	1,925	
Illustrated Sunday Magazine.....	9	1,680	
Totals for February :			
Vogue	31,190		
Saturday Evening Post..	28,513		
Outlook	24,024		
Collier's	21,229		
Literary Digest.....	20,284		
Independent	18,676		
Churchman	12,538		
Associated Sunday Magazines	12,433		
Life.....	11,673		
Christian Herald.....	11,215		
Christian Endeavor World	9,581		
Leslie's Weekly.....	9,082		
Illustrated Sunday Magazine.....	7,956		

the genial lad of Campbell's Soups looking at him from across the aisle, and also beaming down

on the top of his derby. And other duplications were to be noted, which must convince one that certain advertisers are going in heavier than ever, or else that space in certain cars is going begging. Street cars differ from magazines and newspapers in possessing an inelastic advertising section, that cannot be made to conform to the demands made upon it. Some newspapers, especially those of the weekly variety published in small towns, regularly "lift" advertising from one form to another in order to fill up a hole, but the larger newspapers and the magazines prefer to cut down the number of pages when business falls off.

The street-car man is forced to leave a very noticeable blank space or give some customer a "free insertion" if he doesn't have enough paid business to fill out his car. And it is likely that he would choose the latter course if brought face to face with such a dilemma.

Magazine advertising appears to be suffering more than any other branch of the business, and probably it is, but one reason for the very general belief that this is the case is found in the fact that magazine advertising is easier for a layman to count than other forms. He picks up a favorite magazine and is immediately impressed with its lack of weight and bulk. But he has no means of measuring the quantity of street-car advertising as compared with a corresponding period a year ago, and he fails to notice that a couple of pages have been subtracted from his daily paper.

None of the magazines that regularly carry the most advertising shows a gain for March over the same month of last year. Munsey shows a decline of forty-five per cent. Cosmopolitan forty, American Magazine thirty-four, Review of Reviews thirty-two, McClure twenty-seven, Delinicator twenty-six, Ladies' Home Journal twenty-four, World's Work twenty-one, and Woman's Home Companion nine per cent.

The gain of forty-one pages by *Putnam's* is largely due to the consolidation with the *Reader*, and *Suburban Life's* eight additional pages are occasioned by a double number. Other magazines that show gains are *Modern Priscilla*, *Outdoor Life*, *Human Life* and *Van Norden's*. In the case of these, too, very likely there is a reason, to use a phrase that is very much overworked at the present time. However this may be, the ultimate outcome is not problematical. The skies will clear presently, advertisers will find themselves, and the magazines that pay best will be those which are most quickly affected by new contracts. The year 1907 was a boom year, in magazine advertising as in almost everything else, and it would not have been remarkable, after all, if business had slackened this year, without the contributing cause of uncertain industrial conditions.

MAGAZINE NOTES.

William H. Beers, advertising manager of the *Circle* since its inception, will take charge of the San Francisco office of the *Pacific Monthly* on March 15th.

Beginning with the April number *Appleton's Magazine* will open a department in the advertising section on the "Care and Feeding of Children," consisting of questions and answers on the subject prepared by Dr. L. E. Holt. The text will run on the left-hand pages, leaving advertising positions alongside and opposite. In the same number another department upon "Furnishing the Home" will begin, also in the advertising section.

A booklet entitled "Every Fifteenth Woman," just published by the textile department of the Curtis Publishing Company aims to give an adequate idea of the meaning of the circulation of 1,150,000 copies. These are the circulation figures of the *Ladies' Home Journal*. They indicate that every fifteenth woman in the United States buys the magazine, and that probably every seventh woman reads it. The cost of sending a postal card to every purchaser of the *Ladies' Home Journal*, including the cost of addressing and printing, would be \$13,250 but a page advertisement could be bought for \$4,000. If an edition of the *Journal* were piled up it would reach four miles into the sky. The paper consumed in one issue would make a strip thirty-three inches wide and 4,386 miles long. The booklet will interest, in its entirety, every advertiser of the coun-

try, and may be profitably read by anyone wanting to know something of one of the greatest publishing enterprises of the country.

GOOD ADAPTATION.

KNOXVILLE, Tenn., Feb. 19, 1908.
Editor of PRINTERS' INK:

In your issue of Feb. 5th you mention in the article headed: "A few weeks with John Bull" some of the schemes the London newspapers are working at this time. Taking up their idea of gathering together all business firms who have been in business for a certain number of years, we worked two pages of advertising for the *Sentinel*. It was really the easiest lot of business we have gotten in years, and paid us handsomely for the time put in on it. We elaborated upon the plan of our English brothers by offering prizes aggregating \$35 to the contestants ascertaining the exact number of years each firm has been in business, and finding out from them, their specialty. The advertisers recognized the value of the large number of contestants calling upon them for the information necessary, and as a result they responded to the persuasion of our advertising man very quickly.

During January, to turn the month, which is naturally a dull one, into a busy period, we offered prizes to the amount of about \$50 for the best "Jingle" or verse written for each one of twenty-four advertisers, which we carried on two pages at two different times during the month. Each contestant was required to submit the jingles, to the advertiser direct. Some of them received hundreds of jingles, and were delighted with the result, because each one was written in a manner to advertise the business. Some of the advertisers, through enthusiasm, bought full pages from us to reproduce the best of the many jingles submitted during the contest.

We are now running "Limericks," giving \$10 each week in prizes, as a news feature. After our public is educated in "Limericking," we expect to work this in on an advertising scheme as we did the jingles.

Very truly yours,
THE KNOXVILLE SENTINEL CO.,
C. B. Johnson, Business Mgr.

A TRAVELING ADVERTISEMENT.

A car in an elevated railway train in Chicago contains advertising cards which travel slowly from one end of the car to the other on an endless belt. The motion of the advertisement attracts attention, the renting space is double that of the stationary kind, and the passenger gets a view of the entire set.—*Success Magazine*.

IGNORANCE is bliss—except to the man who doesn't advertise.—"Poor Richard," in *Saturday Evening Post*.

Your Next Move For More Business Should Be Toward the Farmer—Not For Direct Sales Necessarily.

Send the Farmer to the Dealer For Your Goods.

Ninety-six Per Cent Of All the Farmer's Purchases Are Made Through Local Dealers.

Interest the Dealer Through the Farmer. It's the Most Effective Way.

START NOW

→ USE
**FARM PAPERS OF KNOWN VALUE
SUCH AS**

THE OHIO FARMER
THE MICHIGAN FARMER
HOARD'S DAIRYMAN
WALLACES' FARMER
WISCONSIN AGRICULTURIST
THE FARMER, St. Paul
HOME & FARM, Louisville
DAKOTA FARMER, Aberdeen

585,000 Subscribers—conservatively speaking over 1,500,000 readers.

**A Very Effective Selling Power
and the Cost Is Reasonable. May
We Talk It Over?**

GEORGE W. HERBERT,
Western Representative,
1736 First National Bank Bldg.,
Chicago, Ill.

WALLACE C. RICHARDSON,
Eastern Representative,
725 Temple Court,
New York City.



What Mr. Van Camp Did

Mr. Frank Van Camp, manufacturer of Van Camp's Pork and Beans, tells an interesting story in his advertising.

Mr. Van Camp says: "The Van Camp Packing Co. pays \$2.10 a bushel for hand-picked Michigan beans—choicest of the crop—when they might buy beans (the common kind sold in grocery stores) as low as 30 cents a bushel."

He says: "They pay \$3.45 a barrel for 'vine-ripened' tomatoes when they might buy tomato juice as low as 75 cents a barrel!"

Mr. Van Camp says: "The reason they buy choicest beans and finest flavored tomatoes—is because they wish 'Van Camp Pork and Beans with Tomato Sauce' to be better than any other 'very best'."

Mr. Van Camp also says: "These choice beans—and 'vine-ripened' tomatoes—are baked together for 90 minutes in a steady heat of 245 degrees, because this is the only way to bake beans to make them tender, mellow and digestible; and it is also the only way to blend them with tomato sauce so that the flavor will be richly delicious and tempting to your palate."

Then Mr. Van Camp says that: "Housewives cannot bake beans this way, because they cannot secure the same quality of beans and tomatoes, nor can they keep their ovens at a steady temperature of 245 degrees for 90 minutes at a stretch."

But—to convince housewives of this—and to prove to bean-eaters that Van Camp Pork and Beans are, as Mr. Van Camp says, "the only easily digested and healthful baked beans," it is necessary that the story shall be told where it will be read by the people interested.

And—this is how Mr. Van Camp reasons it out:—

MR. C. C. VERNAM, Gen. Mgr., Ainslee's Magazine,
New York City.

Dear Sir—I have investigated your claims for Ainslee's Magazine.

And I find that you are correct in saying that it is bought and read by the very same people who buy and read general magazines.

I find that the circulation of "The Popular Trio" of magazines—of which Ainslee's is one—to be 730,000 copies per month.

At your rate of \$540.00 per page, the rate, per page per thousand of circulation, figures 74 cents—which is considerably lower than that of general magazines.

Therefore—as advertising in your magazines reaches the very same citizen—the very same mind—and the very same pocket-book reached by general magazines—and a larger number at a lower rate—I have instructed my Advertising Agency to place with you an order for twelve pages of advertising in "The Popular Trio."

Yours very truly,

FRANK VAN CAMP.



Why He Did It

While investigating the advertising value of "The Popular Trio" Mr. Van Camp found that an advertisement of a Correspondence School in Ainslee's, Popular and Smith's Magazines had brought more inquiries—secured more pupils—and made more money for the school—than their advertising in any other three magazines.

Mr. Van Camp also found that on the list of a Jewelry Concern advertising in nearly 50 magazines, Ainslee's ranked "third," Popular "fifth" and Smith's "eleventh" as "profit producers."

He found that a Diamond Importer, advertising in 37 different magazines including "The Popular Trio," had found Popular Magazine "the leader" of his list, while Ainslee's stood "seventh" and Smith's "twelfth."

A maker of Loose Leaf Devices secured inquiries at 17 cents as a result of advertising in Popular Magazine, and the sales results were more than enough to pay for the advertising many times over.

A Safety Razor maker—from a half-page advertisement in Ainslee's—secured more inquiries, made more sales and realized more profit than from any other advertisement in any other magazine.

And these are but five, of many such instances Mr. Van Camp learned. Facts convinced him of the diversified character of Ainslee's readers and the readers of "The Popular Trio"—the circulation of which is as follows:

Ainslee's . . .	250,000 copies per month
Popular . . .	330,000 copies per month
Smith's . . .	150,000 copies per month
Total . . .	730,000 copies per month

The combined advertising rate of these magazines is \$540.00 per page—or 7¢ cents per page per thousand of circulation.

As the cost of advertising space, per page per thousand of circulation in other magazines runs from fifteen to one hundred per cent higher than this, you can easily see how advertising in Ainslee's or "The Popular Trio" reaches the greatest number of buyers at the least comparative cost.

Are such facts as these interesting to you as an advertiser?

Is not NOW the time to set aside preferences and to be governed solely by values, costs and knowledge of results?

We believe that NOW is the time of all times to advertise. We prove our belief by advertising advertising—to you. Shall we send you more interesting facts about advertising in our magazines "The Popular Trio"?

General Manager
7th Ave. and 15th St., New York City

BE G I N N I N G Thursday, February 6th, we increased the facilities of our Art Department by the addition of a night staff.

This night staff is adequate in numbers, experience and versatility, to maintain the standard of quality associated with

the name of The Ethridge Company in the minds of the advertising public.

The advertiser, or the advertising agent who finds himself at the close of business, or during the evening, to be in immediate and urgent need of a finished drawing or a series of rough sketches, will now have a place to turn for prompt and satis-

factory service, and to secure whatever he may need for inspection in the morning, or for shipment out of town that same night.

It should be stated that the establishment of this night staff is not an experiment, but is made necessary by the constantly increasing pressure upon the resources of our Art Department.

At a time when business in general is not in a particularly flourishing condition a demand of this nature

and extent constitutes an impressive and significant tribute to the character of our work and the results which it produces.

NIGHT

&

DAY

THE ETHRIDGE COMPANY

41 UNION SQUARE, NEW YORK

COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge
Criticism of Commercial Art Matter Sent to Mr. Ethridge

If Mr. Berger's tin advertisement, reproduced herewith, contained less tin and more advertising, it would present a better appearance and produce more satisfactory results.

A large quantity of tin is no more convincing than a little

and legibility and a mortised space for text—in case Mr. Berger should have anything to say about his tin, his methods, or his facilities, which would be of interest to those who are in the market for tin.

* * *

There is nothing ingenious, artistic or attractive about a ragged hole torn in a piece of tarred paper—particularly when the hole is mussed up by a rather inferior degree of penmanship, apparently executed with the end of the penholder instead of the point of the pen.

Such advertising as this Filson Club Coffee effort is far from



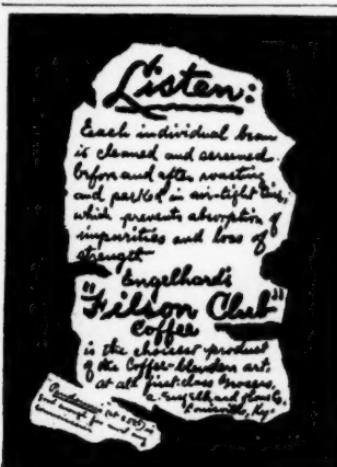
NO. 1

would be, and there is so much of that useful metal in this little piece of copy that the advertiser had difficulty in arriving at a method by which even his name and address could be introduced.



NO. 2

In the advertisement marked No. 2, we have more clearness



praiseworthy, considering it in the abstract, but it is especially deplorable when used to advertise a coffee. Things which we eat and drink should be advertised with good taste and the highest degree of cleanliness.

* * *

Perhaps no useful lesson may be gained from a study of this remarkable advertisement, but it would be a pity to permit it to

escape. A man who can so strikingly and forcefully advertise oysters, a copying press, a lumber wagon, a stove, harness,

OYSTERS
35c a quart

Be Careful!
Look on the bright side of life. There is gold in every rock, rough marble, a diamond in every unshiny oyster, and gold in every piece of seemingly worthless rock. Find them there. Cultivate the habit of cheerfulness.

HEADS UP! - Handicap'

It's not that I wish to say anything wrong,
Oh! no, no! not for the world not I;
But you can't help noticing such greedy things,
That a selfish merchant does on the sly?

How Charming!

DUBLINER—Letter copy by H. M. Loring, type, design, printed and
published weekly, \$100 per year, by the Phoenix Free
Press, Rock Island, Illinois. Copyright 1912, by W. P. Oakman.

W. P. OAKMAN, BROADWAY
PP. P. O. Box 124, ALBANY, N.Y. JOB PRINTING

music and job printing in one medium-sized newspaper ad, is certainly a genius, and he finds room to prove that he is a poet as well.

The picture of the sick rooster is particularly appropriate, for the reason that it has nothing to do with anything in the advertisement.

* * *

"The warm sun of prosperity"



The Warm Sun of Prosperity is Rising Over the Southwest

Why don't YOU go down into this great farming, fruit-growing and truck-raising country and buy your own home on your own land, produce most of your own food and invest your savings in more land?

There you can own land that grows a greater variety of crops, grows more crops per season than other land and grows also in value rapidly and steadily.

Write for information about Montana, Kansas, Oklahoma, Texas, Arkansas or New Mexico, Colorado, South Dakota, Minnesota, and so on and you will receive prompt reply. Write now and plan your long-range future now.

Your name on a postcard will bring full details.
You owe it to yourself to write now.

JOHN SEBASTIAN,

Passenger Traffic Manager Rock Island-Frisco Co. & R. I. Lines,
Address Dept. 1170, CHICAGO or ST. LOUIS.

may be "rising over the Southwest," as stated in the headline of this Rock Island advertise-

ment, but the cold moon of adversity is certainly rising over the picture, and it is having a hard time of it in its endeavor to pierce the mists of gloom and woe which hang over the landscape.

The picture ought to fit the headline.

* * *

Here is a little piece of copy which advertises five-acre farm plots, and the picture presumably represents one of the plots. Its

Five Acres
\$100

Where Chicken and Pigeon Raising Pays

The garden spot for poultry is southern New Jersey. Within a mile of the famous New York round-the-world racing track, City and convenient to the Philadelphia and New York markets, we are selling FIVE ACRE FARM PLOTS for \$100.

\$5 DOWN \$5 MONTHLY

The soil is ideal for poultry, fruits, berries and vegetables. His success are now being made in these lines on land adjoining ours. Early berries, broilers and squabs may be marketed in the spring from Pennsylvania to New England and from New York to New Jersey. High, dry location, delicious water. Breezy pine air. Three main-line railroads afford unsurpassed shipping facilities. Two large manufacturing towns near. If you like the country, the toll and exaction of city life, and go where you can breathe the air of freedom and make an easier and better living than in town, write for handsomely illustrated booklet and map. Now is the time. Address

DANIEL FRAZIER COMPANY
435 Bailey Blvd., Philadelphia, Pa.

appearance would indicate that it storms all the time in the section where this piece of scenery is located and that the general atmosphere and conditions are those of gloom, fog, mud and desolation. If this is what the advertiser intended to convey, he has succeeded.

* * *

BENEATH THE SURFACE.

A good appearance is valuable to both a salesman and an advertisement. But it is what they say that makes them valuable to the business they represent.—*Advertising Wisdom.*

Keep Tab

How long does the ordinary two-piece tip on your guide cards last? Doesn't it always give out at the top? These one-piece

Celluloid Tipped Guide Cards

protect the top of the tab where the wear comes and more than double the usefulness of the card. Never crack or curl—in all colors, printed or plain.

Ask your dealer for the one-piece tip or write direct for samples to

STANDARD INDEX CARD CO.
701-709 Arch St. Philadelphia, Pa.

Success Magazine

A Periodical of American Life
New York

To Advertisers:

At this time especially you will want to be certain that your money is buying exactly what you expect of it in quantity as well as quality of circulation.

As to quality: the biggest part of "Success Magazine's" circulation is visible by your inspection of our subscription list; it is easy to prove the quality of the homes covered by this magazine.

As to quantity: the regular monthly edition of "Success Magazine" for the past four years has never been less than 300,000 copies, and our rate of \$2.00 per line is based on this circulation.

We guarantee you as to quantity and quality, and this guarantee should mean much to you in these times of business conservatism.


Adelene F. Colby
Advertising Director

LE DERNIER CRI.

"John," said the woman with nine chapeaux,

"I got another new hat to-day."

"My dear!" expostulated her husband,

"That is the last straw."

"I know it," she said; "just from Paris."

Quotation from LIFE.

All men, particularly husbands, realize that the advent of Easter means a loosening of purse strings.

There is a difference, however, between the readers of LIFE and other people. Anyone who comes to a full appreciation of what LIFE really is realizes that here is a clientele who not only have the money but are accustomed to spend it, not only at Easter time but throughout the year. They know from experience the satisfaction which comes from exchanging their money for the good things of life.

It would be difficult, if not impossible, to find elsewhere a more desirable class of customers than LIFE offers the high-grade advertiser. These people cannot be reached so effectively through any other medium.

LIFE'S EASTER NUMBER with cover in three colors by LOWELL will be dated April 2d. Although this will be a larger number than usual no advertisement will escape attention, since nearly every page will contain reading or illustration. Forms close March 19th.

LIFE'S rate is 60 cents per agate line on magazine copy, and \$62.50 per LIFE quarter page, 4 inches wide by 5 inches deep. The only discount is 5 per cent for cash.

JOSIAH JUDSON HAZEN,
Advertising Manager,
17 West 31st St.,
New York City.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class non-resident Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions daily.

The advertising medium par excellence of the Calumet Region, lead by all the prosperous business men and well paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 269,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its guaranteed circulation over 75,000.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 226 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.59 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

1908.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, m'thly rate \$1.25 nmp. line, dy. & Sy.

MAIN.

THE EVENING EXPRESS carries more Want Ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 416,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 231,163 more than any other Boston paper carried for the year 1907.

THE BOSTON HERALD, daily and Sunday, for the year 1907, printed a total of 312,400 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 231,163 more than any other Boston paper carried for the year 1907.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

MINNESOTA.

THE Minneapolis JOURNAL, Daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Feb., 134,104 lines. Individual advertisements, 19,476. Eight cents per agate line per insertion. Minimum, 10c. Rate for 10 lines or less than 24 cents. If cash accompanies order the rate is 1c. A word. No ad taken less than 2c.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

CIRCLAT'N THE MINNEAPOLIS TRIBUNE is the most popular newspaper in the city and has over 100,000 subscribers.

It publishes over 80 columns of Want-Advertisements every week at full price (average of two pages a day); no free ads; prices cover both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,004; Sunday, 15,500.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW JERSEY.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS, with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGRUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK published weekly. The recognized and leading Want Ad medium for want publications, mail order agencies, advertising novelties, printing, typewriting, circulans, rubber stamps, office desks, advertising, blotting paper making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

In a list of 100 recognized classified advertising mediums only 10 produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 21,890. Publishes more Want ads than any other paper.

PENNSYLVANIA.

THE CHESTER, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

PROVIDENCE TRIBUNE, morning and evening, 43,900, brings results, cost the lowest.

SOUTH CAROLINA.

THE COLUMBIA STATE (© ©) carries more Want ads than any other South Carolina newspaper.



(○○) GOLD MARK PAPERS (○○)

Cut off a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (© ©).

ALABAMA.

THE MOBILE REGISTER (© ©). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (© ©).

FLORIDA.

JACKSONVILLE TIMES-UNION (© ©). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HERALD (© ©), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago, (© ©). Actual average circulation for 1905, 15,866.

TRIBUNE (© ©). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (© ©). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,548 (© ©); 7.44% increase daily over last year.

MASSACHUSETTS.

BOSTON AM. WOOL AND COTTON REPORTER. Recognized organ of the cotton and woolen industries of America (© ©).

BOSTON EVENING TRANSCRIPT (© ©), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (© ©), Boston. The medium through which to reach textile mills using 1,886,000 horse power.

WORCESTER L'OPINION PUBLIQUE (© ©) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (© ©). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (© ©), St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (© ©). Desirable because it always produces satisfactory results.

UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of eastern Canada. Want ads one cent a word. Minimum charge \$5 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,000; Saturday 17,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE MONTREAL DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD AND WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

ARMY AND NAVY JOURNAL, (© ©). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (© ©) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (© ©). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (© ©), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (© ©) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD (© ©). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,394. McGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (© ©). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

THE ENGINEERING RECORD (© ©). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1907, average issue, 21,500 (© ©).

Specimen copy mailed upon request.

D. T. MALLETT, Pub., 253 Broadway, N. Y.

NEW YORK HERALD (© ©). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (© ©). Actual sales over 1,000,000 a week.

NEW YORK TRIBUNE (© ©), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (© ©) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (© ©). The foremost authority on city and interurban railroading. Average circulation for 1907 8,216 weekly. McGRAW PUBLISHING COMPANY.

VOGUE (© ©) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (© ©), Rochester, N. Y. Best advertising medium in this section.

VOGUE

Carried more Advertising than any other Magazine

of general circulation, weekly or monthly, published in America

IN

1905

1906

1907

Following are the summaries compiled
by *Printers' Ink* for the year 1907

Agate lines

Agate lines

VOGUE . 515,427 Sat. Ev'ng Post 457,661
Collier's . 484,664 Outlook . . . 417,389

Other magazines less than 400,000 lines

Vogue 30,763 agate lines ahead of its nearest competitor

REASONS:

Low advertising rate Quality of circulation

Better results than any other medium for amount of money invested

New York Office—13-15 East 24th St. Chicago Office—1503 Marquette Bldg.

OHIO.

CINCINNATI ENQUIRER (©©). In 1907 the local advertising was 33 1/3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

PENNSYLVANIA.

THE PRESS (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 194,006.

THE PITTSBURG DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (©©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (©©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©©). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (©©) and THE EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE (©©), Toronto, is to-day, as it has been for 64 years, the recognized leader in Canadian journalism.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line on forty dollars a page (200 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

A GENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

I WISH to buy a suburban or country news paper. Address "D. B." care of Printers' Ink

I ILLUSTRATED FARM SERVICE for dairies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

W HILL BUY OR LEASE in town of 10 to 30,000. Lease with buying option. Write particulars. "J. Y." care Printers' Ink.

D EPARTMENT Store Ad-Writer wants position. Original illustrations. Absolutely reliable. H. W. GROSBECCK, Seneca Falls, N.Y.

WANTED—An energetic and experienced advertising solicitor and copy writer; \$25 per week to right man as starter. THE BUNNY, Galveston, Tex.

YOUNG MAN, experienced solicitor, wants to represent good publication in Baltimore and vicinity. FRANK M. WALTON, 663 Calvert Bldg., Baltimore.

PRINTERS' INK.

40

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A N ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

"A DVERTISING MAGAZINE" should be read by every advertiser and mail-order dealer. Best "Ad School" in existence. Trial subscription, 10c. Sample copy free. ADVERTISING MAGAZINE, 810 Grand, Kansas City, Mo.

A DVERTISING MANAGER desires opportunity with manufacturer, mail-order house or department store. Forceful writer. Plans and directs campaigns profitably. Valuable experience; reference. Address "B. A." Printers' Ink.

T WELVE OFFICES covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. HAPGOODS, 33 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN for adv. men. O., \$30-40 Ind., \$15-16; C., \$22-30, salesman for book publishing house; \$35 and ex execs; business manager, P., \$35; circulating manager, Ill., \$25-30; city editor, N. J., \$25; linotype operators, \$18-25; reporters, \$12-15; cylinder press-men, \$18-30. Booklet No. 7 is free. FERNALD & NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should apply to the editorial department of "PRINTERS' INK," the business journal for advertisers, published weekly at 10 Service St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED

OFFICE MANAGER

A prominent magazine wants a thoroughly capable and experienced executive, und-
standing office systems and accounting. Must be able to furnish unquestionable credentials as to character and ability, and be willing to make investment sufficiently large (\$2,000 to \$5,000) to insure responsible interest. A good opportunity for right man. "OFFICE EXECUTIVE," c/o Printers' Ink.

We want an advertising solicitor.

But he must be *more* than an ordinary solicitor.

He must be able to write good copy and a cracking good letter.

If you think you are the man, write us the letter and tell us why. Give education, age, experience and other information of interest.

SAR-CO.,

Care of Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy on my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$3,000, and any number earn \$1,500. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

PATENTS.

PATENTS that PROTECT
Our 3 books for inventors mailed on receipt
of 6cts. stamps. R. S. & A. B. LACEY,
Washington, D. C. Estab. 1869.

COIN MAILER.

\$2.00 PER 1,000. For 6 coins \$3. Any printing.
ACME COIN CARRIER CO., Burlington, Ia.

PAPER

BASSETT & SUTPHIN,
69 Lafayette St., New York City.
Coated paper a specialty. Diamond B Perfect.
Write for high-grade catalogues.

BOOKLETS.

BANKERS. We have a booklet for Banks
that should interest every
Bank President and Cashier.
They cost: \$500; \$200; \$100; \$50; 1,500; \$30; 2,000; \$5;
\$2,500; \$40; \$5,000; \$65. Free sample to Banks only.
Printers' Ink Press, 45 Rose Street, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY TRADE PAPER
Having good name and high standing
Can be bought at right price.
3,000 paid subscribers; gross business
Over \$30,000; profit \$8,000.
The right man can increase the business.
It is clear at \$35,000.

EMERSON P. HARRIS,
Broker in Publishing Property,
253 Broadway, New York.

MISSOURI county seat. Democratic weekly.
One competitor. Town of 2,500. Owner
has been giving only nominal attention, being
absorbed with other things. Despite this property
is well doing for size, paying an average
of \$3,000 per year, and returning owner
for his time and investment \$1,200 per year.
Price \$4,500; \$2,500 cash, balance deferred. In
hands of actively working owner property would
do much better.

Proposition No. 331.

C. M. PALMER,
Newspaper Broker,
277 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing.
THE COIN WRAPPER CO., Detroit, Mich.

SUPPLIES.

BENARD'S Cold Water Paste is being used
on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure.
One-pound box costs \$3.00, makes two barrels
paste. BENARD'S PASTE DEPARTMENT, Rec
to Building Chicago.

POST CARDS.

PARIS: illustrated POST-CARDS
Parisian novelties for collectors; views and por
traits.

Apply to P. K. GASTON CO.,
Bureau 14, Paris, France.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and
quickest. Price \$14.50. F. J. VALENTINE,
Mr., 178 Vermont St., Buffalo, N. Y.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices
and samples. THE BLAH PRINTING CO.,
912 Elm Street, Cincinnati, Ohio.

PRINTING,

YOU share with us the economy of our location. Our facilities insure perfect work, prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

FOR SALE.

FOR SALE—\$5,000, mostly cash, buys small daily, large weekly (Dem.), and job business in good central Michigan town of 5,000. Long-established and always made money. No triflers or chronicles. Address "M.R." care Printers' Ink.

BECAUSE of failing health, the proprietor of the Columbia County Republic will sell the paper at a bargain. The only Republican paper printed in Columbia County, Pa. A county of 40,000 population. Inquire of JAMES C. BROWN, Publisher, Bloomsburg, Pa.

TYPEWRITER RIBBONS.

35cts. Three for \$1.00, Postpaid. Money back 35¢ instantly if not equal to best you ever bought. Any color. Any machine. Carbon Paper \$1.50 per 100 sheets, postpaid. Best made. Buy direct and save retailers' profits. TYPEWRITER RIBBON MFG. CO., Wilmington, Del.

BUSINESS OPPORTUNITIES.

IWILL invest \$5,000, and take active interest in a trade paper or advertising agency. Answers must give principal details. Address, "B.C.", care Printers' Ink.

Ambitious**CLERKS and SALESMEN**

We Can Increase Your Salary

Our new unique system of teaching Ad Writing costs little and assures you an independent income by a few hours' evening study. It prepares you to teach as well as write advertising. Send \$1.00 for 10 parts worth \$2.50. Extraordinary introductory offer. AD-WRITERS' ASSOCIATION OF AMERICA. Mint Arcade, Philadelphia, Pa.

DISTRIBUTING AGENCY.**DISTRIBUTING**

We have a corps of competent, efficient men in every State of the Union, and will do any of the following work for responsible firms at the most reasonable prices:

Distributing advertising matter.
Samples.

Collect names and addresses of any trade, class or profession; or of sufferers from any disease; or people who make a hobby or specialty of anything.

Give your advertising to a responsible firm.
Look us up in Dun's or Bradstreet's.

These are responsible men—not boys, and we vouch for their ability.

Their names and addresses will be furnished on request.

THE BODKIN SERVICE, Van Buren and Dearborn Streets, Chicago.

PREMIUMS.**SEED PREMIUMS
FOR EVERYBODY**

Twenty-five years' experience. Big winners. Just what people want. Will make friends for you and me. Part may taken in ad space. Now is your time. Please write.

A. T. COOK, Seedsman, Hyde Park, N. Y.

**THE MAN WHO WILL
IS THE MAN WHO CAN**

THADDEUS DAVIDS CO., 127 William St. New York. ESTABLISHED 1825.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (100) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1.; 4x5, \$1.62.

Delivered when cash accompanies the order.

Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions. 10 square inches or smaller, delivered prepaid, 75c.; 8 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 816, Philadelphia, Pa.

ADVERTISING MEDIA.

ASK Robert Tomes, 116 Nassau St., New York, Eastern representative of "Ohio Select List," of which it is a member. If the Troy (Ohio) record ever cuts its rates, all its concessions are stated on rate card. Send for copy.

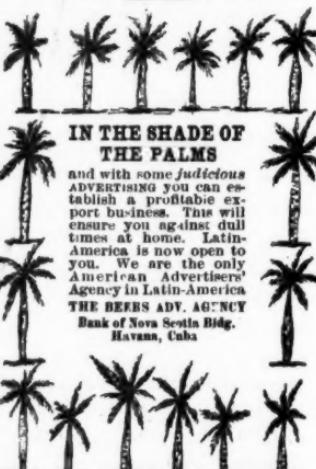
ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

THE HIGHLAND ADVERTISING AGENCY, 1029 Tribune Building, New York. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. general Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads. in the TRADE JOURNALS our speciality. Benj. R. Western, Propr. Est. 1877. Booklet.

**IN THE SHADE OF
THE PALMS**

and with some judicious ADVERTISING you can establish a profitable enterprise. This will ensure youragna dull times at home. Latin-America is now open to you. We are the only American Advertising Agency in Latin-America

THE BEERS ADV. AG'CY
Bank of Nova Scotia Bldg.
Havana, Cuba

send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; do good show card work. This book contains much information of great value to advertisers.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

HAVERHILL NATIONAL BANK,
HAVERHILL, Mass.

Editor Ready Made Department:

DEAR SIR—Your constant invitation to submit model advertisements has led me to send you a few clippings, from our daily papers, of the ads our bank has been running for a year. The large initial letter has been maintained, with the clear space around the printing, and the same copy has not been

account, the security afforded by this particular bank, etc.

THE GLOVERSVILLE "LEADER,"
Collins & Combes Publishing Co.,
GLOVERSVILLE, N. Y.

Editor Ready Made Department:

DEAR SIR—There is a church in Gloversville that advertised its Revival Services in the *Leader*. They used a



used twice. They have taken space three days a week. Yours truly,
(Signed) W. D. STEARNS.

These ads are marked by a strong individuality in typography, as shown by the accompanying reproductions. They also make some good points as to the many advantages of the checking

five-inch, double column space for one month. The ads are enclosed. The name of the church is the Fremont Street Methodist Episcopal, but in the advertising they used the name of "Fremont," as it is popularly known. The pastor, Rev. G. C. Douglass, states that the results were entirely satisfactory and much better than heretofore when cards and placards were used.

I submit these ads and facts thinking that perhaps they might be of in-

THE conservative banker, considering well the interest and safety of those who invest their money in his care, looks carefully at the net earnings. While not overlooking the present, he carefully plans for the future. These factors of growth reflect the conservatism of management:—

Average Profits
Dec. 31, 1893, \$10,916
Dec. 3, 1897, 267,518
In business continuously for nearly
three-quarters of a century.

Haverhill National Bank,
117 Merrimack Street.

PRINTERS' INK.

terest to your helpful department in
PRINTERS' INK. Yours truly,
(Signed) Edw. H. MILLS,
Advertising Manager.

The average church uses almost every kind of advertising except that which reaches farthest and is most likely to attract those whom the church is most anxious to attract. The minister who frames up a series of what might be termed business sermons, for instance, gives them attractive titles and advertises his subjects in a live way, will get men inside his doors who have never been inside a church since they became too big to participate in the free orange and cornucopia distribution at Christmas time. But it's just like any other kind of advertising in that it must be backed by "the goods"—not sensational talk nor hand-springs from the pulpit, but man to man, human interest talks on doing right for its own sake and not for a possible reward some time after death. Homely illustrations, the citing of actual cases and the use of familiar, semi-business terms in place of high-sounding phrases that threaten to exhaust the visible supply of ponderous words, will help to beat down the mental guard that many a man puts up almost unconsciously on entering a church, and by making him feel that he is being talked *with* instead of *at* put him in a receptive mood. And it takes some of this sort of material in the church ad to make the average non-churchgoing man say "Get thee behind me, Satan" to the alluring "Fluffy Ruffles Sextette" or the "Refined Vaudeville Girls" who wink at him from every billboard. Anyhow, that's my idea about advertising to get men into a church. The ads submitted are better than the average. The subjects suggest interesting talks, and the "cordial welcome" is extended without any sign of the tendency to "slop over" usually displayed when that is attempted.

TO MEMBERS AND FRIENDS OF
"FREMONT"

We have secured for to-morrow the

services of the Russian Evangelist, Harry L. Bremner. He was educated for a rabbi. He will address a meeting for Men Only at 3:30. In the evening he will tell the thrilling story of his life.

Our services will continue next week. The attendance the past week has been much greater than any year of the present pastorate. If possible come every night next week.

MASS MEETING FOR MEN,
Sunday, 3:30 p. m. in Auditorium
"FREMONT."

"WANTED, A MAN,"
Is the Subject of the Pastor's
Remarks at the
Meeting for Men at
"FREMONT,"
Sunday 3:30 p. m.
Every Man Cordially Invited.

The last meeting of the week
TO-NIGHT.

"Fremont"—7:30.
Subject of Sermon:
"The Hidden Manna, the White Stone
and the New Name."
Come Early
Get a Good Seat
Bring a Friend

If You Have No Other Church Affiliation
Spend Sunday at
"FREMONT."

Preaching 10:30 by the Pastor. Subject, "The Divinity of Man." Mass Meeting for Men, 3:30. Harry J. Brenner speaks on "True Discipleship."

Preaching 7 p. m. by Harry A. Brenner. Subject, "The Garden of Life."

Class Meeting, 9:30 a. m. and 6 p. m. Sunday School, 12 m. Come Early! Get a Good Seat! Bring a Friend! Make Yourself at Home! Help a Little!

A Good Guarantee. From the Indianapolis News.

Men's "Last Long" Socks.

If they don't "last long" all that go bad within six months will be replaced by the makers. The only conditions are these: You buy a box of "Last Long" Socks, for which you pay us \$2.00. If during the following six months one or more socks rip, ravel, tear or wear through, you get new socks in their stead. The socks are of good lisle, all black, full fashioned and come six pairs in a box.

WM. HAERLE,
4 West Washington Street,
Indianapolis, Ind.

JOHN RICHARDSON,
Real Estate "Snaps" and Fire
Insurance.

CLINTON, Iowa.
Editor Ready Made Department:

Enclosed find a clipping from the Clinton, Iowa, *Advertiser*, under date of February 19, 1908. "The latest attempt," and this within 128 miles of Chicago. "Hand it out to them" in next issue.

Yours very truly,
(Signed) JOHN RICHARDSON.

You can just bet your last nickel that "Old Buggy Emmert" is going to have a reputation for originality if he has to burn all of Mr. Rockefeller's midnight brand of oil and spend his last cent for newspaper space. He probably wouldn't swap a cheap curry comb for real advertising that would sell goods, but when it comes to something that will make his friends whack him on the back and say "Buggy, I seen your ad, and it's a sure 'nough dandy," why then, no price is too high. "Old Buggy Emmert Says" altogether too much; he piles about fifty-seven varieties of vehicles on the poor reader, fills in the odd spaces with horse collars and garden utensils, puts paint and wall paper in the remaining chinks and winds up with a top dressing of baled hay, real estate, bob sleds, sleigh bells and whatever happens to be lying around loose that he hadn't noticed before. When the reader gets his breath he wonders what it is all about anyhow, then concludes that "Buggy Emmert" is "true to his name" as the nurserymen say, and forgets it. Not a price in the whole thing—not a description—not a single hook to stick in the memory of the reader and pull him up to the point of purchasing some one thing. Sort of takes you back to the days of your childhood in the country, when every advertiser had "just received" the same "fine line" of everything in general and nothing in particular that he had been advertising for the last fifty-two weeks in the same seductive way. The good old days when they all sold "The best goods at the lowest prices. No trouble to show goods. Give us a call," etc., and

so on. Here's the ad; try your strength:

OLD BUGGY EMMERT SAYS:
That in addition to the largest, finest line of livery if you wish to see the Davenport steel roller bearing easiest running wagon on earth, The New Labelle Wagon, the Fish Bros.' wagons, and trucks of Clinton, Iowa, the North Western wagons and trucks of Ft. Atkinson, Wis., the only place in this country to find this full line on one floor is at our store. Four different kinds of wheelbarrows, three makes of spring wagons, Rock Island Buggy Company's spring rigs, heads the list. North Western spring wagons and road wagons, Perry Manufacturing Co.'s spring wagons and road wagons, Rock Island Buggy Co.'s buggies and surreys, S. G. Gay's buggies and surreys, Perry Manufacturing Co.'s surreys, buggies and road carts; then comes the finest, largest, most complete line of Knuppel & Ott harness, made under the supervision of John M. Dobler, whom you all know well. This stock we buy 50 sets at a time, all warranted goods; six hundred collars; can fit any horse in the State; then robes, fur coats, blankets, whips, combs, brushes, sweat pads, all kinds of rope, forks, shovels, spades, and garden utensils. Paints and wall paper, 17 kinds of oil. Hammer Bros.' white lead, the best on earth and the kind the government buys for all purposes, and endorsed by the painters' unions all over the country. Tongues, bolsters and reaches in the rough; oyster shell, cord wood, baled hay, real estate in good locations, on the best of terms; bob sleds, cutters and sleigh bells. You can go to any of the surrounding large cities and inspect all they have, then come back to the store around the corner and you will find that for a full stock in all lines DeWitt is in the lead. It is also the best little town in the State of Iowa, situated like a flower garden, in the center of the most productive land, peopled with healthy, honest, prosperous citizens. Take our advice, settle in or near old DeWitt, read the *Advertiser*, rest in peace and get up in the morning with a determination to buy the best No. 1 goods from

OLD BUGGY.
DeWitt, Iowa.

Cleaning and Pressing. From the Memphis (Tenn.) Commercial Appeal.

I'll Take That Spot Out!

When I clean and press a suit—
you may be sure that when I return it to you there won't be any dirt or grease spots left. I can make any old suit look just as good as new for \$1.75. Bring your last Winter's suit in.

JOHN HANSLER,
120 Monroe Street,
Memphis, Tenn.

A Laundry Ad. From the Phoenix Savings Bank Argument. From the Arizona Republican.

By Hand.

That's the way we do flannels and it's the only way. The soft, fleecy finish is obtained by the new smoothing process.

White Wagons,
Try It.

ARIZONA LAUNDRY,
Phoenix, Ariz.

For a Bonding Company. From the Danbury (Conn.) News.

Don't Run Around

looking for a personal friend to go on your bond. You may be refused or if you succeed you are made to feel always indebted to the bondsman. It is much better and pleasanter to go to the agent of some good bonding company and pay a trifle and be independent. We have "hooked up" with the Massachusetts Bonding and Insurance Co., of Boston, Mass.

"They Seem Good to Us."
Drop In.

D. T. CORBETT,
'Phone 446-5.
91 White Street,
Danbury, Conn.

From the Pittsburg Leader.

Holland Herring To Eat in Lent.

Salt fish are as wholesome and as nutritious and cheaper than meat—will keep better—and are always available on short notice. Food authorities advise the use of Salt Fish at least twice a week, because they provide the phosphates, salts and other food elements needed by the human system.

Hence we make a Friday feature of a new shipment of the finest Holland Herring ever caught by the Dutch fishermen—all extra large selected fat fish, packed in kegs holding 34 to 36 fish.

\$1 kegs of Milchner Herring for only 75c.

Also 90c. kegs of Mixed Herring for 65c.

KAUFMANN'S,
Pittsburg, Pa.

Savings Bank Argument. From the Zanesville (O.) Signal.

The Net Difference.

The net difference between what you earn and what you spend is Power. Are you accumulating this kind of power? An account with this Bank on Savings deposit will be a constant incentive for you to deposit each week or month the difference between your income and your actual expenses. In a year it amounts to something worth while. Try it.

THE OLD CITIZENS' NATIONAL BANK,
Zanesville, Ohio.

A Good and Timely One. From the Pittsburg Leader.

The Knox Spring Derby.

The Knox is a gentleman's Hat—first, last and all the time—stylish, conservative, becoming—The spring shape is exceptionally good looking—and you know the quality is right—Knox quality is always right.

We have all dimensions in stock and can suit any face.

THE PAULSON BLOCKS

We don't charge as much for the Paulson hats as for the Knox—but they're all right—you can depend on that—a better hat can't be made for \$3 or \$4. We've paid particular attention to young men—and are showing several chic, snappy little flat set derbies that are just different enough to make them attractive. There's a lot of talk about colors this spring and we are showing several smart browns in both Knox and Paulson blocks—

And a very few new shades in soft hats—Come in and look them over—The one you want is right here

Prices—
Knox, \$5.
Paulson, \$4 and \$3.

PAULSON BROS. CO.,
515 Wood Street,
Pittsburg, Pa.

BUSINESS SUGGESTIONS AND ADVERTISING

'THE BASEMENT.'

The Basement is almost like another store in that it seems so foreign to the main part of the establishment itself. It can, however, be made a most valuable asset if handled judiciously. The general public have a natural aversion to descending a stairs, and the inducements to make them do so must be more than ordinary. The best and most accepted use for a basement is as a sale place for bargains and reduced merchandise. It's a great place to collect odds and ends and to remove old and broken lots.

A store in New York has what they call a Bargain Basement, which is much like a separate store, having its own manager and its own place in the daily advertisements.

In this Bargain Basement are placed on sale job lot purchases and the accumulations of various departments throughout the main store. The Bargain Basement draws the bargain-hunting women, because the values are real and often remarkable. Once in the store, even though she comes intentionally to buy only in the Bargain Basement, the merchandise and other floors also comes under her attention. The natural bent of women is to "shop." She'll not stop at the basement but will travel to the other floors to look around. The initial intention of looking around leads to many orders, and anything that will induce this looking around should be fostered.

The Bargain Basement values will attract her to your store and your display of other merchandise and the merchandise itself will sell more than that for which she really came.

A store in Philadelphia whose regular trade is of a rather high class captures considerable of the cheaper, but equally profitable trade by maintaining a Bargain

Basement. It is like an entirely different store and the merchandise is of an entirely different character from that handled on the upper floors. By this method they can successfully compete with the cheaper store and still hold their prestige with the higher class trade.

A visit to this Bargain Basement will witness equally well dressed women as frequent its most exclusive departments, so it evidently answers the double purpose of meeting competition and attracting even their exclusive trade to their store. In the Basement of this particular store are held from time to time industrial exhibits, showing how various commodities are made, and these shows attract great crowds and are not only educational but are undoubtedly also good business producers.

The Basement is an excellent locality to hold a General Winter Clearance if it is not now a Bargain Basement. All left over merchandise can be moved to the Basement, making the upper floors clean and attractive for spring display. Your values offered in the Basement at the General Winter Clearance will be the inducement for a woman to postpone her washing until Tuesday, and your spring display can be mentioned in the same advertisement of your sale.

Speak of the alluring array of spring dress goods, millinery, etc., in the various parts of the ad sandwiched in, as it were, for her notice.

The bargains you offer at this sale will bring her to your store, and your spring display should be so attractively arranged that she will be induced to buy. Rest assured that every woman will at least view those displays and a certain percentage will be unable to resist their calling, and they are the ones you're after.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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NEW YORK, MARCH 11, 1908.

No. 11.

TURN TO THE SUMMARY.

On page 35 of this issue of Printers' Ink is given the amount of advertising carried in March by each of the periodicals of general circulation. The Doubleday, Page & Company magazines are credited with 64,494 lines, as follows :

	LINES
The World's Work	14,568
Country Life in America	32,692
The Garden Magazine	17,144

This great volume of business (more than is credited to any other publishing house) indicates the confidence of general advertisers that the readers of these distinctive publications have "the power to buy" investment securities and the best of everything for the homes, to plant fine gardens and to build fine homes. Actual results are the arguments that secure orders in this year of grace.

COUNTRY LIFE
IN AMERICA



THE WORLD'S WORK



THE GARDEN
MAGAZINE

DOUBLEDAY, PAGE & CO. NEW YORK.

Western Office, 1515 Heyworth Building, Chicago.

P.S.—A few readers of Printers' Ink have not asked us to send their pocket books with the long green Power to Buy. They are full of real money, if you follow directions.